

The American Perfumer

and Essential Oil Review

VOL. XXI

Registered in U. S. Patent Office

No. 6

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPS

DR. R. O. BROOKS
New York
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
**PATENTS, TRADE-MARKS
AND COPYRIGHTS**

LEROY FAIRMAN
New York
MERCHANDISING

RICHARD B. FRANKEN
New York University
PACKAGES

CONTENTS for August, 1926

EDITORIAL:

Secretary Hoover Explains "Made in U. S. A." Remark	307
Arbitration in Trade Winning	307
Dr. Swinton on Dr. Bogert's Prophecy	308
New Bankruptcy Law in Effect August 27	309
Credit Men Convict 100 Trade Crooks	309
Characteristic Trade Names, by Howard S. Neiman	310
Paris Perfumers Set New Pace in London	311
Survey of British Empire's Essential Oil Sources	312
Flexible Tariff Court Decision Due in Winter	313
Radio-Activity in Toilet Preparations	314
Gasoline Added to Industrial Alcohol Formulas	315
Commerce Year Book Shows Gains in Industries	316
Foreign Trade for First Half of 1926 Shows Increases	316
Province of an Advertising Manager, by Leroy Fairman	317
Helpful Hints on Production, by Ralph H. Auch	319
Activities of Associations, Societies and Clubs	321

FLAVORING EXTRACT SECTION:

Official Reports of F. E. M. A. and Soda Flavors Assn.	323
New Government Reports on Vanilla Beans	323
Monel Metal for Flavoring Extract Containers	325
Foreign Trade in Flavoring Extracts	325
Pure Food and Drug Notes	347

TRADE NOTES:

Canada Section	339
Patents and Trade Marks	341
Grasse Report on Floral Products for August	348
Foreign Correspondence and Market Reports	349

SOAP INDUSTRY SECTION:

Determining Resin Soap; Saponification Under Pressure	353
Purifying Fats and Oils, by Robert E. Divine	355
Wholesale Grocers Set Example for Soap Industry	357
Market Review on Soap Materials	360

ADVERTISING INDEXNext to Last Advertising Page

Copyright 1926

Published Monthly by **PERFUMER PUBLISHING CO., 14 Cliff St., New York**

LOUIS SPENCER LEVY, President and Treasurer.

Telephones: Beekman 9791-2-3

Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, Postal Telegraph Bldg., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 309 Washington St., Room 22, Phone Congress 1376

SUBSCRIPTION RATES

The United States and
Possessions
\$3.00 a Year

Canada, Cuba and Mexico
\$3.50 a Year

Foreign (Countries in the
Postal Union)
\$4.00 a Year

Single Copies
30 cents

NYMANENA

Chuit-Naef

THE reputation of M. Naef & Co., as manufacturers of fine perfume bases of absolute uniformity and practically universal usefulness is unquestioned. Their great successes of the past, *Dianthine*, *Italia*, *Cyclosia*, etc., are familiar to every perfumer.

Nymanena, first sold under the name of *Fleur d'Oranger*, bids fair to surpass its worthy predecessors in volume of sales and popularity. Its wide adaptability to perfume use has been clearly demonstrated and the use is expanding rapidly.

UNGERER & CO.
New York

M. NAEF & CO.
Geneva

OIL OF ALMONDS

SWEET, TRUE

"STAFFALLEN'S"



For the production of Oil Almonds, Sweet, True, Stafford Allen & Sons select the finest Italian and North African almonds, carefully dried to avoid moulding during shipment.

The kernels are carefully cleaned to remove adhering dirt, then ground and pressed in scrupulously clean hydraulic presses, the expressed oil being carefully filtered.

The exceptional quality of Oil Almonds "StaffAllen's" is due to two factors: fastidious choice of almonds and the cold pressing process in which no heat is applied, thus sacrificing the yield to produce the finest possible oil.

UNGERER & COMPANY	::	::	NEW YORK
STAFFORD ALLEN & SONS, Ltd.	::	::	LONDON

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Established 1906

NEW YORK, AUGUST, 1926

Vol. XXI, No. 6

SECRETARY HOOVER ON "MADE IN U. S. A."

Secretary of Commerce Hoover has issued a statement explaining some remarks attributed to him relative to the use of the "Made in America" slogan by American manufacturers which aroused considerable comment.

"I regret that some confusion has arisen over a statement of mine in respect to slogans in import and export trade," said Mr. Hoover. "At a recent press conference a question was put to me which I understood to refer to the practice of certain foreign governments in marking all envelopes for foreign countries with such slogans as 'Buy ——— Goods for Quality.' This mail distributed over the United States had caused many American manufacturers to protest to the department. I stated in reply that I believed such forms of official advertising created more resentment than good will.

"It now appears that other members of the press conference understood my remark to apply to the current marks 'Made in the United States,' 'Made in France,' etc., which usually accompany all goods in international commerce. These marks are required by law in most countries including the United States, and were not in my mind, when I made the above remark."

CHANGES IN FOREIGN TRADE BUREAU

Announcement has been made by the Department of Commerce of the consolidation of the three regional divisions of the Bureau of Foreign and Domestic Commerce into a single division to be known as the Division of Regional Information. The new division, which will take the place of the former European, Far Eastern and Latin American divisions of the bureau, will be in charge of Louis Domeratzky, for many years assistant director of the bureau. Clayton Lane, formerly acting chief of the European division, will be assistant chief.

The consolidation follows the return of Mr. Domeratzky from a trip of several months in Europe, during which he visited the principal European offices of the foreign service of the Department of Commerce and developed plans for an extension of the functions of the formal regional divisions at Washington. These activities include research in the general economic conditions abroad and the preparation for publication of comment upon such events and tendencies in foreign countries as may be expected to affect American business.

The areas within the scope of the three regional divisions will be covered in the new division by three sections bearing the same names as the former regional divisions. The assistant chief of the division, Mr. Lane, will continue for the present to supervise the European section.

C. K. Moser, formerly assistant chief of the Far Eastern division, has been designated chief of the Far Eastern section, and J. R. McKey, formerly assistant chief of the Latin-American division, is to be acting chief of the Latin-American section. The division now includes several regional experts with foreign experience.

THE COST OF CONGRESS

Analysis of the complete figures of the cost of the United States Government in the last fiscal year reveals one interesting point, says the *Detroit Free Press*. It appears now that the expense of the legislature department of the government increased at the rate of some 14 per cent over the cost in the preceding year. The figures given in the dispatches are: 1924, \$13,855,664; 1925, \$15,776,220.

The most interesting part of this disclosure is that the legislative branch of the Government is the Congress, and it was in Congress that much argument was made in the recent session in defense of a claim that the Government's saving during the year was not properly attributable to the administration's policy of economy at all but should be credited to the watchdogs of the Treasury in the Capitol who alone were alert to the necessity for carefulness in handling the people's money. However the credit or odium may be assigned the taxpayers must pay.

ARBITRATION IN TRADE IS WINNING

Ample evidence is seen to justify the conclusion that the movement for the arbitration of business disputes is on the high road to success. We recently had occasion to call attention to the over-loaded court calendars, on which were many cases that could have been settled with less friction, at smaller cost and with a saving of months, if not years, of time, through arbitration.

One of the most important steps in this rational method of promoting trade harmony and saving unnecessary costs in the conduct of business was the enactment of the Federal Arbitration Law, which became effective January 1, 1926, and legalizes the process of arbitration of business disputes in so far as United States courts have jurisdiction. Statutes in New York and a few other states, have made arbitration decisions enforceable by legal process, the same as in United States cases. The growth of the arbitration solution of trade difficulties instead of law suits has been remarkable since Congress and President Coolidge put "teeth" into interstate arbitration. The Federal Arbitration Act is one of the best achievements made by the present legislative and administrative powers at Washington. It moreover paves the way for similar legislation in States that have not yet awakened to the

economic value of the laws in force in New York and some other States. At last accounts there were only fourteen of the forty-eight that had awakened to the benefits of the movement.

The Domestic Distribution Department of the Chamber of Commerce of the United States has found on investigation that arbitration, aside from the courts, as a method of adjusting trade controversies and as an instrument of self-regulation, is a rapidly growing institution in American business.

An analysis of 16 typical arbitration systems now functioning, made for the National Trade Relations Committee shows that compulsory arbitration is enforced by the American Spice Trade Association, the Grain Dealers National Association, the National-American Wholesale Lumber Association, the National Council of Lighting Fixtures Manufacturers and the National League of Commission Merchants.

The food group, consisting of the American Wholesale Grocers Association, the National Canners Association, the National Dried Fruit Association, the National Food Brokers Association and the National Wholesale Grocers Association, have adopted uniform arbitration rules and maintain joint arbitration boards in the principal cities of the United States.

There have been several associations interested in promoting the principle of business arbitration, but all of them were consolidated by an order of the New York Supreme Court early this year. The new title is the American Arbitration Association.

DR. SWINTON ON DR. BOGERT'S PROPHECY

EDITOR AMERICAN PERFUMER & ESSENTIAL OIL REVIEW:

The resumé of Dr. Bogert's lecture at Columbia University on the subject of "Odorous Organics" is interesting, and provocative of quite some thought.

It would certainly be absurd to dispute the immense importance of these bodies in the perfumery and flavoring extract business, but, at the same time, the opinion expressed by Dr. Bogert to the general effect that the day is fast approaching when the great flower fields of Southern France will not be an integral and important factor in the perfume industry is, I think, rather premature.

Those of us in the manufacturing end of the industry know full well what a difficult proposition we are up against when asked to produce something equal to nature's product with only odorous organics as our tools; most of us make indeed a very poor showing. Nature guards her secrets very zealously and it seems to me that, if chemists would devote a larger portion of their efforts to the careful and economical recovery of the full value of the aromatic constituents of flowers and fruits, they would be able to give better service to their clients than they would by concentrating all their efforts on synthetic products.

The last thing on earth I would advocate would be a "pure food" label or law for floral perfumes; but I would like to point out that the result of this law, as applied to flavoring extracts (I have in mind raspberry, strawberry, etc.) has been the production of pure fruit extracts which, in actual use are very much superior in flavor value to the artificial fruit oils so much in vogue several years ago.

Yours very truly, RALPH S. SWINTON.

Laboratory of W. J. Bush & Co., Inc., Linden, N. J., Aug. 3, 1926.

THE THOUGHTS YOU THINK TODAY

By JAMES EDWARD HUNGERFORD

(Written for This Journal)

It is futile, friends, to worry
Over past mistakes and "frets";
Only gets us in a flurry—
Fills us full of "vain regrets";
Yesterday is gone forever—
Let its troubles fade away;
Now's the time to make endeavor—
Take a brand-new start **Today!**

No use thinking of "tomorrow"—
Look not forward filled with fear;
Look not back with sighing sorrow—
Seize the moments that are **here!**
You will get what you are giving,
As the golden moments flit;
Now's the time to do your **living**
Now's the time to do your "bit"!

Put old past mistakes behind you;
Let old "riles" and trials take flight;
Don't let former failures **blind** you
To the **present's** promise bright!
Just go bravely forward, knowing
That **success** is on the way;
You'll be reaping what you're sowing—
From the **thoughts** you think **today!**

(All Rights Reserved)

Good Natured Boost for a Boy Who Won

(From the Tulsa World)

Somebody rummaging around old files in the Laclede (Mo.) *News* found this item in an issue of 1881: "John Pershing will take his leave of his home and friends this week for West Point, where he will enter the United States Military Academy. John will make a first-rate good-looking cadet with United States blue, and we trust that he will ever wear it with honor to himself and the old flag which floats above him. John, here's our hand! May success crown your efforts and long life be yours!"

Red Oil Wanted for Her Automobile

It was dusk as she stopped at the roadside filling station. "I want a quart of red oil," she said to the service man. The man gasped and hesitated. "Give me a quart of red oil," she repeated. "A q-quart of r-red oil?" he stuttered. "Certainly," she said. "My tail-light has gone out!"—*Western Druggist*.

\$3 "Little Enough for Valuable Journal"

(Dr. C. M. Brewster, Professor of Organic Chemistry, State College of Washington, Pullman, Wash.)

I am pleased to enclose check for \$3. in payment for subscription to your valued magazine. This is little enough for such a valuable journal, especially in view of the heavy postage charges.

Getting the Worst of It

When a stupid man gets the worst of it, he tells the world about it. When a wise man gets the worst of it, he makes the best of it.—*Shears*.

NEW BANKRUPTCY LAW IN EFFECT AUG. 27

It is not necessary to go into the reasons why the new revised Bankruptcy Law, which becomes effective August 27, was enacted, but it is timely for everybody interested to know just what the new statute means. Congress failed to incorporate recommendations made by the Bar Association and merchants' associations for the creation of official receivers in cities of more than 500,000 population, which it was argued would reduce costs and expedite the adjustment of failures with greater benefit to creditors than under the prevailing system. However, sweeping changes have been made to protect business men from losses through the dishonesty or improvidence of supposedly good customers.

Comparisons are not necessary with the old law. The new statute is the matter for consideration. David P. Siegel, chief of the criminal prosecutions and head of the Criminal Frauds Bureau in the office of United States Attorney Buckner in New York, supplies the following memorandum showing the provisions of the new law where changes have been made from the previous statute:

TEXT OF CHANGES IN THE BANKRUPTCY LAW

(a) Imprisonment for five years or less for fraudulent appropriation or transfer of property of a bankrupt estate by the trustee or other officer of the court.

(b) Imprisonment for five years or less for, (1) fraudulent concealment from any officer of the court charged with the control of such property, or from creditors in competition cases, any property in the estate of the bankrupt; (2) making false oath or account in relation to any proceeding in bankruptcy; (3) presenting under oath any false claim for proof against the estate of the bankrupt, or using such claim, in competition personally, or as agent; (4) receiving any material amount of property from a bankrupt after the filing of the petition with intent to defeat the act; (5) receiving or attempting to obtain any remuneration for acting or forbearing to act in bankruptcy proceedings; (6) having been an agent of any person or corporation and concealing or transferring any of the property of the debtor in contemplation of the bankruptcy of such person or corporation, or with intent to defeat the operations of the act; (7) concealing, destroying or falsifying any record affecting the property or affairs of a bankrupt after the filing of the petition or in contemplation of bankruptcy; (8) withholding from the receiver or trustee any paper or record relating to the property of a bankrupt, which he is entitled to possess, after the filing of the petition.

(c) Indictments under the act must take place within three years after the commission of the offense.

(d) Whenever any referee shall have grounds to believe any offense under the act has been committed, or for special reason that an investigation should be had, it shall be his duty to report the matter to the United States Attorney for the district.

(e) Every United States Attorney is to inquire into facts so reported to him and in proper cases present the matter to the grand jury, or, at his discretion, to the Attorney General.

FLAVORING EXTRACTS IN FOREIGN TRADE

We are printing in its appropriate department a survey made by the Government in regard to the flavoring extracts and what may be called the industry's close ally. In previous years both were grouped unsatisfactorily in the Department of Commerce statistics. It was with considerable trouble that we dug out comparisons in trade, and for a period we have not quoted statistics unless on a preliminary check-up the tabulation seemed likely to be of interest to our readers.

The statistics are not yet divided on an entirely satisfactory basis, for "other beverages" might mean almost anything, except that probably they should be non-alcoholic. It is a step forward and Secretary Hoover's assistants deserve credit for their efforts.

OUR ADVERTISERS**THE KARL KIEFER MACHINE CO.
Cincinnati, Ohio**

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York.

Gentlemen: We have advertised in your publication for a great many years. We have never kept any definite record of the number of inquiries received from such advertising, nor sales made because of such inquiries. The fact however that we started out, if I remember correctly with a quarter page, then increased to a half page, and now use a full page, is conclusive evidence of our satisfaction with your publication and our belief in its publicity value.

We advertise in a great many trade papers, and with all due respect to other trade papers, allow us to state that we consider yours the finest that we know of—not only as to drawing power from an advertising point of view, but in appearance, typographically and as to trade news value.

Yours truly,

THE KARL KIEFER MACHINE COMPANY,
E. E. FINCH, Gen. Mgr.

CREDIT MEN CONVICT 100 TRADE CROOKS

Since June 1, 1925, the National Association of Credit Men has obtained the conviction of 100 commercial crooks to date and has had 468 indicted in 864 cases that were brought to the attention of the Credit Protection Department, according to J. H. Tregoe, Executive Manager of the association.

There are now 312 indictments pending through the country that were obtained through 22 district offices of the Credit Protection Department, Mr. Tregoe says, and only twelve trials have been lost in thirteen months. In a number of cases the association had to abandon prosecution because of the practical impossibility of securing evidence that would bring conviction. However, he says that many of those who figured in these weak cases will be caught sooner or later, as the association's past experience has proved.

"These cases," Mr. Tregoe says, "have been of nationwide significance as creditors from all over the country figured in most of them. Besides they arose in numerous industries in some of which a conviction in a fraudulent bankruptcy has never occurred. In New York City sentences in the last year have been heavier than ever before in the history of bankruptcy prosecution. Outside of New York we have met with similar success and have obtained convictions and indictments in districts where they were unknown in bankruptcies.

"In the metropolitan district which extends from Albany, N. Y., to Trenton, N. J., the association has had 47 crooks convicted and 129 indicted, out of 244 cases accepted for investigation. There are numerous cases pending."

The association has been engaged for two years in raising a fund of \$1,750,000 for the reduction of commercial frauds, particularly in relation to bankruptcies. All except \$250,000 of this money has been subscribed. This sum is now being raised by John E. Norvell, Fund Campaign Director, and past president of the Association.

CHARACTERISTIC TRADE MARKS

Some Extremely Valuable Suggestions for Enterprising Manufacturers

By HOWARD S. NEIMAN, Contributing Editor
on Patents and Trade Marks

Not infrequently a manufacturer of toilet preparations will spend a very considerable amount of thought in deciding upon the particular containers he will use and then adopts a trademark without proper consideration of its commercial and legal value.

The real value of a trademark is frequently unappreciated.

A manufacturer should remember that his trademark is the only means whereby the public can, or will, order his goods.

A purchaser has no means of identifying the products she wishes to purchase save by their trademark names. She does not often ask for the perfume of any particular manufacturer, but for a particular product, and that she identifies by its trademark.

Importance of Containers

Artistic containers are highly advisable as a medium for attracting the attention of prospective purchasers, as a means of introduction to a new customer, but the products are re-ordered by the trademark and not by the appearance of the package.

Too great stress has been laid by the courts at times upon the danger of confusion between containers of a similar character.

Many women would prefer a different container each time they purchase their favorite toilet article.

It is the trademark which is the identifying element of commercial products. It is the trademark which differentiates products of a similar character from each other.

If a trademark has this greatest of all commercial assets—an assurance that your customers are continuing to purchase your products when they desire them—then it is worthy of the most careful consideration before adoption.

The success of a business—especially a toilet preparation business—is largely dependent upon the commercial, legal and psychological values of its trademark.

An effective trademark must have certain attributes of orthography and pronunciation, of novelty and individuality, of legality and appropriation.

Should Seek Expert Advice

The average merchant with all of his knowledge of commercial activities is seldom capable of adopting a trademark which will have its full effective values unless he consults with some one whose experience in that particular industry has enabled him to acquire expert knowledge upon the subject from all of its angles. For these reasons, those attorneys who are conversant with the trademark laws and have a knowledge of the business under consideration are frequently able to give most excellent advice regarding the adoption of trademarks.

A trademark should be easily spelled and easily pronounced. It should be short, snappy and impressive. It should be artistic, but practical.

Above all, a trademark should be original and characteristic.

Its object is a means for identification and its value as such a medium is dependent upon its uniqueness.

A trademark which in any way resembles another, or which can by any chance be confused therewith, does not possess the first valuable feature of this business cognomen.

If two trademarks can be confused their products certainly will be.

The only reason that "John Smith" is not as characteristic as "Grover Cleveland" is that there are a number of other John Smiths.

The average manufacturer adopts a trademark which is descriptive or suggestive of his products—that is one of the reasons he is nothing more than an average manufacturer.

Because his face cream suggests something soft and smooth, his mind runs to velvet—and the records are full of trademarks beginning with "Vel," "Velv," or "Velvet," and, as a consequence, not one of these trademarks has its full commercial value.

It is a fallacy to believe that a trademark should be descriptive of the product! A survey of the successful trademarks most prominent in commerce will prove it.

There is nothing characteristic about an attribute possessed by many, and to adopt a trademark without originality or special character indicates a lack of business originality and personal character.

The purchaser gets a reflection of a product from its trademark. If the latter is common and ordinary, so will the former be in the purchaser's estimation.

The chief value of a trademark rests in its psychology, its effect upon the minds of the prospective purchaser.

The manufacturer appeals to the public by artistic and attractive containers and then repulses it by an ordinary, commonplace trademark.

Psychology to be Considered

A woman would rather order a product with an *artistic* name than one with an *ordinary* one, so why not give her that opportunity with your products?

Trademarks suitable in one industry are inappropriate in others. There are many valuable trademarks for perfumes which would be ridiculous for wheelbarrows and overalls, and the reverse is true.

A trademark should carry with it the atmosphere of its industry, and in the toilet preparation industry this means artistry and delicacy, with a touch of femininity.

It is not the name which pleases the *manufacturer*, but that which appeals to and attracts the *purchasing public* which has selling power, and as repeat orders are the basis of successful business, it must be of such a character as to prevent confusion and avoid fraud.

A manufacturer, if he intends to do business upon his own ability, chooses a firm, or corporate, name which will identify his business, but the consuming purchaser does not order his goods by the firm, or corporate name.

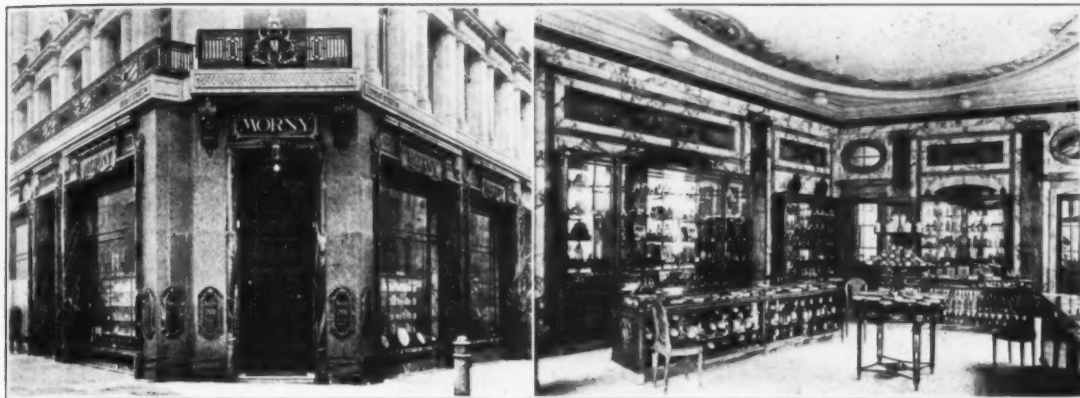
The trademark, therefore, is of greater value than the name of the manufacturer, and greater care and consideration should be given to it, in order that the products may be identified.

The manufacturer of toilet preparations who deliberately, or purposely, adopts a trademark without a characteristic identification is wasting his time and his money in building up a business, a portion of the profits of which are being diverted to his competitors.

Advertise your own goods, sell your own goods, and obtain all of the profits from your own products—and a characteristic trademark is the means for accomplishing it.

PARIS PERFUMERS SET NEW PACE IN REGENT STREET

London's Famous Shopping District Reveals Complete Metamorphosis;
Artistic New Stores; Novel Window Displays; "Perfume by Wireless"



EXTERIOR AND INTERIOR VIEWS OF MORNY FRÈRES RECONSTRUCTED SCENT SHOP IN HIGHLY-PRIZED LONDON TRADE CENTER

(Special Correspondence to This Journal)

LONDON, August 5.—Within the last few years Regent street, the great retail trade center of the fashionable West End of London, has undergone a complete metamorphosis. All the old store buildings have been demolished and rapidly replaced magnificent structures which are the last word in modern retail architecture. These new buildings house several of the finest retail perfumery establishments in Europe. The last of these to be completed is the shop of Morny Frères, Ltd., the Parisian parfumeurs.

For the exterior of the shop, and around the window fronts, Campan Melange is used on a background of Cornish granite. The actual shop fronts are of drawn bronze toned in an antique color, and filled 1/4-inch polished glass.

The interior of the store is decorated entirely with marble, the marble used being light Siena and dark Siena for the pilasters, bases, and architraves, Arabescato, quartered for the panelling, Travertine for the floor.

In the basement are the stockrooms and clerical departments, lighted by pavement lights. The floor of the basement is finished with special granolithic, with a dustproof surface. Under a portion of the basement is a sub-basement, giving accommodation for the elevator machinery, low-pressure hot water heating, etc., for the entire building. The basement and ground floor only belong to Messrs. Morney, the upper floors of the main building being rented as general offices. The main building, in harmony with all the other new Regent street structures, is faced with Portland stone.

Coty Gains Publicity Through Theatrical Display

A particularly novel and effective demonstration of perfumery preparations has been carried out at Dickins & Jones, the largest London department store, by Coty (England), Ltd.

The most successful revue of the year in London is Charles B. Cochran's 1926 Revue at the London Pavilion. One of the scenes in it is entitled "Les Aromes de Coty" and

features the various Coty preparations. Mlle. Spinelly, the French leading lady of the revue, appears in this scene as *Parfum Paris*. Other actresses represent *La Jacinthe*, *L'Or*, *La Violette*, *La Rose Jacqueminot*, *L'Origen*, *L'Emeraude*, and *Ambre Antique*.

All of these figures were reproduced in a remarkable window display at Dickins & Jones. Each figure stood in a gold frame with a background of black velvet, against which the wonderful design and coloring of the dresses was shown most effectively. In the perfumery department of Dickins & Jones there was an equally attractive display, with a large powder box with a "living" puff standing just opposite an important entrance. Throughout the whole of the display the Puff distributed to the public little sachets, and also sprayed them with perfume.

The display lasted for ten days and on one afternoon Mlle. Spinelly devoted her entire time to it, autographing all specialties that were purchased during that time.

Perfumers Take Radio as Subject for Ad Copy

The great developments that have taken place in the science of radio within the last few years have been turned to advantage by copy writers in many lines of advertising. Perfumery manufacturers are among the latest advertisers to have radio introduced into their printed selling talk, and the advertisements of Zenobia perfumery preparations that have recently appeared in the London daily newspapers afford an interesting example of this trend.

"Perfume by Wireless" one of these is headed, and underneath appears the following paragraph:

"Long before scientists discovered the new radio means of sound transmission, flowers had adapted a similar method for the diffusion of their perfumes. Recent discoveries clearly reveal that perfume is made apparent by vibratory methods in a similar manner to that of sound in wireless telephony, and just as flowers distribute their fragrance, so does our Lily of the Valley vibrate the perfectly true perfume of this exquisitely scented flower. There is nothing artificial or pungent in its beautiful fragrance. A more refreshing addition to your toilet it is impossible to find."

SUMMARY OF BRITISH EMPIRE'S ESSENTIAL OIL SOURCES

(Special Correspondence to This Journal)

LONDON, Aug. 6.—Ceylon and India are the chief sources of essential oil supply within the British Empire. In these countries the grass family of plants provides material for the preparation of vast quantities of aromatic grass oils.

First, so far as quantity is concerned, comes Ceylon citronella oil, which is used on a very large scale in the manufacture of household soap, cheap perfumery, and to a lesser extent for the manufacture of geraniol. The oil of commerce comes over in drums and is invariably adulterated with petroleum, the amount of adulteration being more or less limited by a solubility test. Pure oil can be obtained by purchasing "estate oil," but not much of this is imported by consuming countries. A very fine oil is also produced in Burma, the oils from the two countries being of entirely different character.

Lemongrass Oil an Important Product

Another important grass oil which comes chiefly from India is lemongrass oil. This oil is the source of citral, from which synthetic violet perfume is manufactured. Palmarosa, gingergrass, and vetiver oils are also derived from the Indian grasses. Another oil of which India is an important source is sandalwood oil. This is almost entirely produced as a monopoly by the Mysore Government, which erected factories so that the oil could be distilled instead of the wood being exported for distillation abroad. Numerous other essential oils are produced in India on a smaller scale, and there are enormous possibilities for the extension of the distillation industry.

In Australia the essential oil industry is at present principally confined to the distillation of eucalyptus oil, of which there are substantially only two varieties produced. Of these medicinal eucalyptus oil rich in eucalyptol forms the bulk, and the major portion of the world's supply comes from Australia. The other variety is the oil, extremely poor in eucalyptol, which is employed for mineral separation. It is usually known as amygdalina oil, but it is principally derived from *Eucalyptus Dives*. However, there are several species of eucalyptus which yield essential oils of very high perfume value, but they are not yet commercial products. It is much to be hoped that these eucalypts may be cultivated and a profitable industry established in them.

Sandalwood Oil in Australia

In Western Australia an important and successful sandalwood oil distillation industry has been developed in recent years, notwithstanding the failure of early pioneers. This oil so closely resembles the Indian sandalwood oil that it is claimed to be really not inferior in perfume value to the latter, and is asserted to possess some qualities in which it is actually superior. The Australian oil is distilled from *Fusanus Spicatus*, and the industry is one specially deserving of encouragement on account of the great difficulties that have been surmounted.

The distillation of an essential oil from *Boronia* in Western Australia is another new development, and one which has given the perfume industry a new material of very high value. The *Boronia* is a low-growing shrub indigenous to Western Australia. The flowers of the brown-flowered variety are very deeply scented, and it is from this variety that the oil is distilled. A start has also been made in Western Australia with the production of neroli and sweet orange oils.

The principal part of the world's supply of essential oil of limes comes from the island of Montserrat, and to a lesser extent from Jamaica and Dominica. This is a trade of considerable importance to the West Indies. The oil

is used for flavoring and perfumery purposes. Oil of bay, used in the preparation of bay rum and similar toilet articles, is also, in the main, a West Indian product, and its distillation is a small but flourishing industry. Another product of the British West Indies is oil of pimento, or allspice.

Various Varieties of Cloves

The industry in cloves is enormous, and Zanzibar shares with the associated island of Pemba, three-fourths of the total world production, the average annual crop being about 7,500 tons. The total area under cloves is about 60,000 acres, of which 40,000 are in Pemba. There is reason to doubt whether the present output will be maintained, owing to the neglect of systematic replanting by grove-owners. To encourage replanting a bonus of three rupees per tree, paid in installments over six years, is given to plantation owners who raise young clove trees under approved conditions. Distillation plants may be set up on the spot, but at present vast quantities of cloves are distilled in the United States, Great Britain, and Continental Europe. Clove oil's chief uses are for flavoring, and for the manufacture of vanillin—the most important use—which is going on an enormous scale as a chocolate flavoring.

The clove is a near relative of pimento, and it was known to the ancient Greeks. It is really a native of Moluccas, one of the group known as the Spice Islands. The cloves which come from Ceylon and the Seychelles Islands are of superior appearance to the Zanzibar variety, but the finest cloves come from Penang. The Penang crop is, however, very small, being only two or three hundred cases a year. Zanzibar cloves are the chief variety distilled for essential oil.

Distilling Cinnamon Oil

A small but important industry is the distillation of cinnamon bark and leaves for oil in Ceylon. It is the inner bark of the tree that is used, and this is curled by drying and sold, apart from its oil, for such constituents as starch, mucilage, and certain acids. The cinnamon tree bears some resemblance to the laurel, and continues to produce bark until it is 200 years old. The bark is cut into small slices and shipped in bundles of 100 pounds each. Increasing quantities of cinnamon are now received from the Seychelles Islands and Tellicherry as well.

Patchouli oil, largely used in perfumery, is distilled on a small scale in the Straits Settlements.

The possibilities of developing the essential oil industry in India, Australia, Africa, and the West Indies are many and promising and a large amount of experimental work has been carried out in this direction.

The distillation of oil from *Origanum Maru* has been experimented with in Cyprus. The constants of this oil generally resemble those of the Spanish marjoram oil of commerce, and it could be used in the preparation of cheap toilet and perfumery preparations. The oil is pale brownish-yellow, and has a pleasant characteristic odor resembling that of sweet marjoram oil.

There has also been experimental distillation in the Federated Malay States of an oil from the wood of *Cinnamomum parthenoxylon*, Meissn., known as *medang losoh* oil. The oil consists principally of safrole, and, it is believed, would find a market as a cheap soap perfume.

The Imperial Institute in London has distilled a pale yellow, limpid oil from the bark of *Cinnamomum Massoia*, known in Papua as Massoi bark. The bark is used medicinally by the natives of New Guinea to cure fever and for other purposes. The bark is produced by a fine, large forest tree which appears to be resistant to insect and fungoid attack. The oil distilled from it consists almost entirely of eugenol and safrole, and has an odor of cloves and nutmeg. The commercial outlet for the oil would be as a source of eugenol, for which purpose it would have to compete with such products as clove, cinnamon, and pimento oils.

(Continued on Page 347)

FLEXIBLE TARIFF COURT DECISION DUE IN WINTER

**Meanwhile Members of the Commission Go to Europe to Investigate;
Question of Delegating Legislative Functions to President Is Issue**

WASHINGTON, August 14.—Seeking to smooth over various difficulties arising in connection with foreign investigations two members of the Tariff Commission, Chairman Thomas O. Marvin and E. P. Costigan, have sailed for Europe. They will remain about six weeks, during which time they expect to visit Brussels, where the principal European office of the commission is located, Paris, Madrid, Rome and London.

Investigations requiring cost of production information in European countries, which are now in progress, include those relating to plate glass, glue and gelatin, tartaric acid and onions. In most of these inquiries objection to the requests of Tariff Commission investigators for cost data either has already been made by foreign producers or is anticipated. Through conferences with high officials and heads of industries involved in these countries the Tariff Commission members hope to smooth over the differences which have arisen.

Three New Inquiries Ordered

Just before departure of Messrs. Marvin and Costigan the Tariff Commission ordered investigations into duties on flaxseed and eggs. Another investigation ordered during the month relates to onions. All three inquiries are designed to ascertain whether or not some measure of relief may be given to agriculture by increasing duties on these commodities. The flaxseed inquiry grows out of an investigation of duties on linseed oil and the commission decided to go into flaxseed as a result of a letter from President Coolidge asking further information as to the effect of a recommended reduction in duties on linseed oil on the farmers' growing flax. The egg investigation was initiated at the request of producers in California and the Middle Western states who claimed injury from increased importations of Chinese eggs. The onion investigation is with a view to ascertaining the desirability of greater protection against Spanish onions.

The Tariff Commission has decided to send a crew of experts to China and Manchuria to seek foreign costs of producing peanuts and soya beans in that region, which is the principal section competing with American producers of these vegetable oil materials. According to present plans, L. G. Connor and H. L. Lourie, of the agricultural section of the commission's staff, and John A. Nye, accountant, will leave for the Orient September 4.

Meanwhile Mr. Connor goes to North Carolina to familiarize himself with the situation of the domestic peanut industry, and Mr. Lourie goes to New York and Seattle to inspect importers' customs invoices and obtain therefrom information about the importing business, declared prices, the relative importance of importations, the points of origin thereof, and other factors of interest.

Flexible Tariff Decision Next Winter

The long delayed court decision as to the constitutionality of the flexible tariff is expected from the United States Court of Customs Appeals some time during the coming winter and possibly from the United States Supreme Court before it adjourns for the summer next June.

The case testing the validity of the law, which was commenced by J. W. Hampton, Jr., & Co., of New York City, an importer of barium dioxide, has been set tentatively for argument before the United States Court of Customs Appeals for October 6. This case was appealed from a decision of the Board of General Appraisers, now known as the United States Customs Court, in which the constitutionality of the law was upheld but in which there was a strong dissenting opinion from one of the members

of this board. Leading importing interests are backing the suit and the case is regarded as of far reaching importance.

While validity of the flexible tariff was questioned while it was under consideration by Congress in 1922 the present case is the first one reaching the courts which promises to obtain a definite ruling on the point from the United States Supreme Court. The Hampton Company in commencing the suit questioned the validity of the law under which the duty on barium dioxide was increased from four to six cents per pound by executive order.

Judge George Stewart Brown of the United States Customs Court wrote the dissenting opinion in the case when it was before that court, at that time the Board of General Appraisers, while Judge Charles P. McClellan wrote the majority report.

"The issue is a momentous one and of vital consequence to the future history of this country," said Judge Brown. "The result will affect, not only this plaintiff, but the whole people of America in their historic freedom from the dangers of taxation by executive discretion."

Question of Delegating Legislative Functions

In brief the issue involved is whether the power granted to the President is a delegation by the Congress of power to legislate, contrary to the provisions of Article I, Section 1, of the Federal Constitution, and whether the power so conferred on the President is a delegation of the power to tax which under the Constitution belongs exclusively to Congress.

The majority opinion held that the President in increasing the duty on barium dioxide "did not legislate nor impose a tax" but "simply carried out the expressed will of Congress."

As against this view Judge Brown in his dissenting opinion took the position that there are so many different variable factors in the determination of costs of production that both the Tariff Commission and the President must exercise their discretion to a wide extent.

Judge Brown gave a suggestion as to what may be expected in the line of income tax laws in the future if the flexible tariff is upheld.

"If Congress may direct the executive authority to change existing tariff rates to meet differences in production costs while considering also differences in the sales prices in America of the foreign and domestic articles and 'any other advantages or disadvantages in competition,'" said Judge Brown, "it follows as a logical conclusion that similar action can be taken in relation to income taxes or inheritance taxes, or any other taxes."

Franco-German Trade Agreement

Information relative to a new preliminary trade agreement between France and Germany effective August 20 for a period of six months has been received by the Department of Commerce from Commercial Attache Chester Lloyd Jones, Paris. A separate agreement regulating trade with the Saar also has been signed.

France has secured tariff concessions from Germany on perfumery and soap as well as on silk, textiles, clothing, women's hats, gloves, corsets and automobiles. In a permanent agreement to be negotiated France hopes to receive better treatment on wines, cotton, wool goods, iron and steel.

The minimum tariff reductions on German goods are given by France with the result that French tariff on these goods hereafter will average about 20 per cent ad valorem. The German products included under the special treatment provided are cattle, hogs, meat products, milk cheese, fish, vegetables, fruits, coffee, lumber fodder, electric lamp globes, books, silk and rayon, stone and glassware, cement, many chemicals, and other commodities. Germany is anxious to

secure better treatment on dyestuffs, intermediates, and certain earthenware, mechanical, and electrical products.

The trade agreement provides for mutual most-favored-nation treatment in regard to travel, residence, commerce, manufacture, and access to courts. Citizens of each contracting party are guaranteed freedom to possess personal and real property in the territories of the other and to acquire the same by purchase, gift, or otherwise on a most-favored-nation basis, and similar treatment is provided in regard to taxes and other fiscal burdens.

Commercial travelers from one country carrying on business in the other are to be free from taxation if properly accredited, and the treatment of samples is regulated in accordance with the terms of the international agreement for the Simplification of Customs Formalities signed at Geneva on November 3, 1923.

France agrees to liberalize the privileges granted foreigners in its colonies and mandates and an agreement relating to Indo-China and Morocco is expected. France also agrees to recommend similar action in Tunis.

Use of "Federal" and "U. S." in Trade

Legislation is necessary to correct a situation growing out of the use of the words "Federal" or "United States" in private business titles, there apparently being no authority vested in the Government to deal with the matter, according to the Department of Justice.

Complaints have reached the department regarding the use of these words in connection with private detective bureaus, collection agencies and similar enterprises, it stated. In view of the fact that it is widely known that the Government has investigation and service bureaus which have to do with inquiries the Government makes into affairs in which it is interested it is believed that unscrupulous persons are able by use of these titles to mislead individuals who associate such use of these words with the official activity of the Government and are, therefore, led to assume that the operations of these private enterprises are in some way connected with the United States Government. Apparently, in the absence of direct fraud the department can do nothing to stop the use of the words in question.

Campaign Against Odd Sized Envelopes

The Post Office Department has begun a campaign in advance of the opening of the holiday trade against the manufacture of odd sized greeting cards and envelopes. The use of small cards and envelopes is said to be very objectionable from a postal standpoint, and since they are manufactured and placed in the hands of retailers long before the time when they are sold to the general public and sent through the mails the matter is to be taken up now with manufacturers, distributors and retailers.

The odd sizes seriously retard and disarrange the work in post offices at a time when the facilities are taxed to the utmost. Third Assistant Postmaster General Regar declared. Frequently they cannot be run through the cancellation machines, thus necessitating hand cancelling and other extra handling, in addition to which the addresses are likely to be obliterated by the cancellation mark. Also the odd sizes do not fit the separating cases in use throughout the postal service and cannot be tied securely with letter packages.

RADIO ACTIVITY IN TOILET PREPARATIONS

Trained investigators in the United States Department of Agriculture, who are attached to the Bureau of Chemistry, have been investigating various phases of the cosmetic industry, particularly with regard to those products for which therapeutic claims are made, which are commonly used for the improvement of the face, hair or hands.

On account of the great interest that has been stimulated in the mysterious qualities of the newly discovered radium in the past few years, some of the smaller manufacturers

of toilet preparations whose methods are open to question, have sought to create a market by claiming radio-active qualities for their preparations.

According to a Bulletin of the Department of Agriculture, which we published last month, about 95% of all such products that were examined by the Bureau of Chemistry were found to have no noticeable radio-active properties whatever, and that only 5% would pass muster.

Our attention was invited recently to a product marketed by the Marinello Co. under the style of the Torben Beauté Treatment.

This product derives its characteristic name "Torben" from the fact that torbernite ore containing radio-active uranium salts is an important constituent of this cream.

The matrix of this ore is quite similar in its geological character to ordinary talc, and we are advised that according to an analysis made by the Geological Survey Bureau of the Department of Interior, that when the ore is mixed with any other substance or with water, it imparts radio-active properties to the product.

Being naturally somewhat interested from an editorial viewpoint in products marketed by reputable firms such as Marinello Co. and for which radio-active properties were claimed, we got in touch with them and were referred to Treece Laboratories, New York, who control the output of the Foster Mine in New Mexico where torbernite is obtained.

For our information, a demonstration was arranged by Dr. W. F. Garner, who is the radium consultant of the Treece Laboratories. Radio-active tests are made by means of an electroscope, an instrument well known in all electrical laboratories, and used to detect the presence of static electricity.

It consists of two extremely fine leaves of metal, such as gold or aluminum foil, suspended in a glass jar from a wire stirrup, which passes through an insulated cork in the jar. When an ordinary glass rod is rubbed with silk, electricity is generated on the surface of the rod, and when the latter is brought in contact with the wire, the aluminum leaves repel each other and they hang apart in the form of an inverted "V." They remain this way until the electricity gradually escapes, either by being "grounded" with the wire support, or otherwise, then the leaves collapse.

This very delicate instrument is used to detect and measure the quantities of radio emanations through the fact that such emanations have the property of discharging an electroscope.

In the present instance, the Lind electroscope was used and charged in the usual manner and the aluminum foil leaf then hung at an angle of about 70 degrees. Then a small flat container holding about an ounce of one of the Marinello Beauté Masque was placed in the base of the electroscope, and immediately the aluminum foil began gradually, due to the radium emanations from the cream, to lose its electrical charge. When a similar test was made with the torbernite ore itself, the discharge was more rapid.

The cream used in this test was taken at random from one of a number of finished packages ready for shipment and which had been made up four months ago. We are not editorially concerned with any claims that may be made for the therapeutic values of these products, but we are glad, at any time, to record our experience at neutral observers.

GASOLINE ADDED TO INDUSTRIAL ALCOHOL FORMULAE

Prohibition Chemists Striving to Prevent Its Use as a Beverage;
Court Decisions Curb Agents; Additional Regulations Are Issued

WASHINGTON, August 14.—Return of Assistant Secretary of the Treasury L. C. Andrews from Europe has revived prohibition enforcement activity which has been in the hands of subordinates for the past month.

Speculation as to how long Mr. Andrews will continue in his present position has been renewed. His statements make it appear that he intends to resign before a great while but just when this will be is uncertain.

In some quarters it is held that prospects of an early resignation are not quite so strong as they were some months ago. It is reported that Mr. Andrews expected to make a business connection but that his plans along this line have not developed as yet.

It is assumed that Mr. Andrews probably will not take any step toward a resignation until after the return of Secretary of the Treasury Mellon the middle of September. It is quite likely that if Mr. Andrews attempts to resign at that time Mr. Mellon will seek to prevail upon him to remain during next winter's short session of Congress in order to continue his efforts for the legislation for the reorganization of the Prohibition Unit into a separate bureau and making various amendments to the Volstead Act. Next winter's session of Congress ends on March 4 and it is considered probable that Mr. Andrews might remain through that period.

Gasoline Ordered Used as Denaturant

Acting Commissioner of Internal Revenue C. R. Nash has issued an order revoking completely denatured alcohol formula No. 7 and providing for the addition of gasoline to alcohol already prepared under formulas Nos. 6 and 7. Revocation of formula No. 7 as well as of formula No. 6, which was revoked last February, will leave only four formulas, two of which are principally used. Provision for the use of gasoline in the formulas has heretofore been made.

The order follows:

"Completely denatured alcohol Formula No. 7 is hereby revoked, effective at once. All completely denatured alcohol Formula No. 7 in the hands of denaturers on the effective date of this decision shall be compounded further by the addition thereto of one-half gallon of approved gasoline to each 100 gallons.

"All completely denatured alcohol Formula No. 6, revoked February 1, 1926, now in the hands of denaturers, shall be likewise compounded further by the addition thereto of one-half gallon of approved gasoline to each 100 gallons."

Seeking a More Drastic Denaturant

After canvassing the first results of the Government's "gas" attack on bootleggers, prohibition officials have decided that something more than gasoline must be added to alcohol to make it completely useless for beverage purposes.

At a conference between Acting Secretary Winston of the Treasury, Frank Dow, Acting Chief of the prohibition forces, and Dr. James M. Doran, the chief prohibition chemist, Dr. Doran reported that the bootlegger chemists are getting wise to methods of eliminating the gasoline and that some new means of changing the taste of alcohol must be devised.

It also was shown that methods had been devised to eliminate other ingredients placed in alcohol by the direction of the Government. These include wood alcohol, pyridine bases, benzene and kerosene.

What the prohibition officials will try next was not disclosed, but it was said at the Treasury that the new ingredient, although designed to give alcohol a repugnant taste, would be "harmless."

Court Decision in the Olivett Suit

The Internal Revenue Bureau has issued a summary of the decision of the United States District Court for the southern district of New York in the case of Olivett Distributing Company, Inc., against Frank H. Bowers, collector of internal revenue, and Chester P. Mills, prohibition administrator. The summary as given out to prohibition administrators and collectors of internal revenue for their information. The case related to the refusal of the prohibition administrator to issue a permit to denaturing plants for withdrawal of alcohol pending proceedings for the revocation of a basic permit.

The Internal Revenue Bureau's summary of the decision follows:

"1. Application for issuance of permit for withdrawal or purchase of alcohol of permittee holding basic permit to operate a denaturing plant may be refused by the Prohibition Administrator when there is evidence that the permittee is guilty of violating the National Prohibition Act or has not in good faith conformed to the regulations.

"2. It is not intended by Sections 4, 5, 6 and 9, Title II of the National Prohibition Act that the court should by injunction enforce the issuance of withdrawal permits when the Prohibition Administrator for cause refuses a renewal.

"3. A permittee is not prohibited from conducting business under the basic permit during the pendency of revocation proceedings save in so far as such business is interrupted by the refusal to permit the additional withdrawal or purchase of alcohol.

"4. If revocation hearing is adverse, the permittee may have the action of the Prohibition Administrator in revoking the basic permit reviewed by the court which may affirm, modify or reverse said action as the evidence warrants.

"5. The Prohibition Administrator has the discretionary right to deny a permittee's application for withdrawal or purchase of alcohol regardless of the fact that the basic permit has not expired or has not been cancelled and the court is without power to temporarily enjoin the exercise of the power and duties of the Prohibition Administrator."

Pro Agents Censured for Roge Raid

A sharp rebuke to prohibition agents has been administered by Justice James F. Smith of the District of Columbia Supreme Court in granting the plea of the Roge Laboratories of this city for an injunction restraining the Bureau of Internal Revenue from further interfering with its business.

Justice Smith criticized the flouting by the prohibition enforcement agents of one provision of the Constitution to enforce another. The court forbade the government to interfere further with withdrawals of alcohol by the company for the manufacture of its perfumes and other products.

Prohibition agents, heavily armed, raided the laboratories last winter and locked and sealed the doors of the plant and the containers of alcohol, because they had discovered a discrepancy between the amount of alcohol withdrawn by the concern and the amount actually in its possession and put into its toilet articles.

Hereafter, Justice Smith warned, investigators must have some comprehension of the businesses they investigate and be able to determine accurately whether missing alcohol was used illegally or was properly consumed in the processes of manufacturing.

"The manufacture under permit of products containing alcohol is a lawful business and its destruction on mere suspicion amounts to an invasion of property rights which rights it is the duty of the court to protect," Justice Smith told the defendant officials when he issued the restraining order.

"Quite naturally prohibition officers view with distrust industries using alcohol, but to deprive any such industry

of its permit on suspicions having no substantial facts to support them means simply the taking of property without due process of law. To flout one provision of the Constitution in order to sustain another is to enforce the law by breaking the law. Officials as well as private citizens are bound to respect and obey the law and if they do not do so, they set an example which must result in building up a public sentiment inimical to orderly government and the enforcement of its laws."

Additional Alcohol Regulations Issued

The Internal Revenue Bureau has issued regulations enforcing Section 901 of the new revenue act prescribing forms to be used, records to be kept, reports to be made and procedure to be followed in connection with the sale by United States marshals or collectors of internal revenue or of customs of seized alcohol to the proprietors of industrial alcohol plants tax free.

The Internal Revenue Bureau also has issued instructions governing the assessment of penalty taxes under the new revenue law on liquor illegally sold.

Another new regulation of the Internal Revenue Bureau provides for permit bonds for manufacturers of cereal beverages who are brought under the supervision of the enforcement officials by a tax assessed under the new revenue law.

YEAR BOOK SHOWS INDUSTRIES' GAINS

WASHINGTON, August 14.—Facts relative to American industries manufacturing toilet preparations and allied products are included in the annual Commerce Year Book for the year 1925 just issued by the Department of Commerce.

Comparative statistics for major chemical and related industries are given in tabulations for the 1923 census of manufactures as heretofore made public by the Bureau of the Census. Data relative to foreign trade as assembled by the Department of Commerce also is included.

Relative to exports of soaps, perfumery and toilet preparations in 1925 the year book says:

"As compared with pre-war, a considerable increase appears in the exports of soaps, both common and fancy, and a very great growth in the exports of perfumery and toilet preparations. American manufacturers have been extending their sales into practically every country of the world. Every item of this group except 'other soap' was exported in greater quantities and values in 1925 than in 1924. In terms of value England and Cuba are the largest markets for perfumery and toilet waters; England, the Philippines, and Canada for talcum and toilet powders. England took about one-third of our exports of dentifrices in 1925, other important markets being British India, Australia, Argentina, Cuba and Canada. All these articles, however, are widely distributed, considerable quantities going even to Africa. American tooth paste and shaving cream particularly have become standard throughout the world."

Relative to imports of perfumery and toilet preparations the year book says:

"The value of imports of these products in 1925 was more than three times as great as before the war, partly by reason of the large increase in consumption of finished articles of this group and partly by reason of the growth of the domestic industry requiring partly finished materials from abroad. France furnished five-sixths of the total imports in 1925."

Regarding imports of essential oils the book says: "With the growth of the domestic flavoring, medicinal, perfumery, and toilet preparations industries, imports of essential oils have increased. The total value of such imports in 1925 was fifteen per cent greater than the year before, but those of French origin, chiefly flower oils, showed a slight decrease. Italy is the principal supplier of citrus oils and imports of this commodity increased despite strong competition from the British West Indies. Spain and Bulgaria also furnished us with essential oils in considerable quantities."

OUR FOREIGN TRADE SHOWS INCREASE

The foreign trade, both ways, of a country has a lot to do with its prosperity. Our Washington Correspondent has obtained from official sources a review of the chief items entering into our foreign trade, both incoming and outgoing, for the First Half of 1926. His report, printed below, will be found timely and significant of the trend of this branch of our industries:

An increase of eight per cent in exports of soap and toilet preparations took place in the first six months of 1926 over the corresponding period of last year. The total exports of this group, according to the Chemical Division of the Department of Commerce, were valued at \$8,165,000. Exports of soap constituted one-half of the total shipments of the group and showed an increase of seven per cent over the first half of 1925.

Imports into this country of soap and toilet preparations in the first half of this year amounted to \$3,029,400, an increase of 25 per cent over the receipts in the same period of 1925. Imports of soap accounted for sixteen per cent of those total incoming shipments.

Of the \$4,119,400 worth of perfumery and toilet preparations exported in the period under survey, the class "perfumery and toilet waters" was the only one that failed to reach the corresponding 1925, value. Exports of these commodities during the first six months of 1926 were: Perfumery and toilet waters, \$193,200; talcum and toilet powders, \$884,800 (1,727,500 pounds); creams, rouges, and other cosmetics, \$699,000 (1,225,200 pounds); dental creams, \$1,478,300 (1,402,400 pounds); other dentifrices, \$205,500 (221,600 pounds); all other toilet preparations, \$668,500 (945,400 pounds).

Imports of perfumery and bay rum rose in quantity from 472,400 pounds in the 1925 period to 586,400 pounds in 1926, but declined in value from \$923,000 to \$740,500. Appreciably smaller amounts of perfume materials, valued at \$1,441,000, and of cosmetics and other toilet preparations, aggregating \$350,600 (624,700 pounds), were imported during the half-year period.

The essential oil group was one in which imports were much greater than exports, partly because of the decline in the peppermint oil market. Exports of this oil for the first six months amounted to 12,600 pounds valued at \$158,500, an exceptionally low figure. The ten per cent increase in imports of essential oils, which aggregated \$3,570,000 for the current six months, was largely attributable to the rise in prices, particularly for lemon oil. The quantity of lemon oil received during the periods under discussion changed but little—from 365,200 pounds; but the values more than doubled—from \$275,400 to \$666,800. Receipts of orange oil amounted to \$324,000 (131,000 pounds), and of citronella and lemongrass to \$408,200 (690,100 pounds).

Both exports and imports of chemicals and allied products for the first six months of 1926 showed gains over the corresponding period of 1925. Exports of the entire group increased by seven per cent, from an aggregate value of \$79,172,000 in the 1925 period to \$84,491,000 in 1926, and imports increased by two per cent, from \$114,268,000 to \$116,602,000.

Proposed Manufacture of Perfumery in Panama

Vice Consul H. D. Myers, Panama City, R. P., reports that for the purpose of promoting domestic production, the Government of Panama is proposing to subsidize various industries. In furtherance of this policy, contracts were entered into on May 13, 1926, between the Secretary of Agriculture and Public Works, R. P., and Justo Arosemana, Panama City, for the establishment and operation of plants for the manufacture of perfumery and confectionery.

Exemption from the payment of import duties on machinery and materials is granted by the National Government and the employment (except exports) of citizens of Panama as operatives is exacted.

These contracts must be submitted to the National Assembly for its consideration at the next regular session which will be held in September, 1926.

THE PROVINCE AND DUTIES OF AN ADVERTISING MANAGER

**Why Every Manufacturer Should Have an Advertising Manager;
How to Choose and Handle a Man of the Requisite Qualities**

By LEROY FAIRMAN
New York Advertising and Merchandising Expert

Nine times out of ten the man who says, "We don't do any advertising," speaks without thinking or doesn't think straight.

Everything which is written, or put into type, or expressed in pictures with the purpose of increasing business or creating good will, is advertising.

Catalogues, booklets, leaflets, envelope stuffers, circular letters, package enclosures, counter and window display, trade paper announcements—these and many other things are advertising, and there are few concerns indeed that don't use some if not all of them.

In too many manufacturing plants these various forms of advertising material are written, planned and supervised by whoever happens to "have the time"; or gets the job wished on him; or feels that for some reason or other he is the man best qualified to do it.

Something Generally Is Lacking

As a result, the advertising, taken as a whole, is a hodge-podge. No two pieces of matter look alike or talk alike. Each represents some man's individual "idea," and generally the idea is thoroughly bad, or only half-baked.

Now, every piece of advertising matter issued by a concern should have an easily recognized family resemblance to all the others. Advertising which doesn't "hang together" is nearly as bad as a family of products with packages and labels so totally different that no two look as if they were produced by the same manufacturer.

Most of the value of advertising is cumulative. If you have a good salesman, you keep him traveling the same territory and calling on the same prospects. You don't send first one man, then another, and then another. You know that the impression made by the salesman's personality, the friendship he has established, and the selling talk he has made on previous visits, are of far more importance than anything he may accomplish in one visit.

Printed Salesman Presents a Message

It is the same way with your printed salesmen. Your prospective customer should know, before he reads a word of your circular or your leaflet, that it's a message from you. Recognition of that fact calls to his mind the other printed messages he has received from you, revivifies the impression they made on him, and subconsciously reminds him of all the good things he knows about you.

This essential family resemblance in your advertising matter cannot be created and maintained unless the preparation of all such matter is under the direct control of one man. That man is, and should be known as, your advertising manager. If you don't do much advertising, this man may have another job around the place. He may be secretary to the president, or what not. But quite separate and distinct from any other duties, he must be in fact as well as in name your advertising manager; and as long as he holds that title he must be the boss of the job. It must be distinctly understood that nobody—not

even the president himself, shall write or issue any matter intended to secure new business, or order any printed matter, or contract for any advertising space, without consultation with the advertising manager and giving that person the privilege of saying the final word concerning it.

This does not mean that the advertising manager shall function as he sees fit, without the advice and suggestion of others; or that he shall take important steps and spend important sums of money without the approval of his superiors. No man in the business, from the president down, should do that. What is meant is that, having appointed an advertising manager, you refrain from continuously meddling with his work. Let him do his job, and make him responsible for the results.

For some strange reason, nearly everybody has an idea that, instinctively and intuitively, he knows a whale of a lot about advertising. In many establishments, the president, all the vice-presidents, the general manager, the treasurer, the sales manager and all his cohorts are one and all certain that their fingers are needed in the advertising pie. They can't resist butting into it. They neglect their own work in order to mess around with the advertising. They bully the advertising manager, dispute with him about matters concerning which they are totally ignorant, and spoil his best work by insisting on all sorts of changes in it which are nothing but expressions of their own personal opinions.

Making a Clerk of the Advertising Manager

In such establishments; the advertising manager is nothing but a subordinate clerk. He has no authority, nothing of importance is done the way he plans it, the advertising, being an incoherent and unintelligent mess, does not produce results, and the poor chap who bears the empty title of advertising manager loses all interest in his work and quits.

It is, of course, true that giving a man the title of advertising manager doesn't make him omniscient; his abilities may be no greater than those of other people around the shop, and he may not know as much about advertising as he thinks he does. Very true; but you have made him advertising manager, so for heaven's sake let him manage. If he is right in a considerable majority of instances, you've got a good man and should treat him properly. If he is wrong in a considerable majority of instances, you have picked a lemon, and all you have to do is to fire him. Simple enough.

Now the question arises, How shall we go about selecting the man for this job? This is a very important question; for, although you may not do much advertising now, you may develop into a big advertiser later on, and the most efficient of all advertising managers is usually the man who grew up with the job.

If you choose a man from your own staff, your natural inclination will be to select some young fellow who can write, or who thinks he can write. Such a man, if you

have one, will want the job, and will be morally certain that he is the best man in the whole works to handle it.

This may not be true. An itch for writing is often more of a drawback than an advantage. The man afflicted by it is likely to assume that writing is all there is to advertising, which is very far from being the case. Advertising has to be written, of course, but the fellow who has been bitten by the writing bug is not necessarily a good advertising writer. Granted that he has writing ability of some sort or other, he may be an utter failure as a writer of matter that will sell goods.

From a business point of view, the trouble with most writers is that they are everlastingly trying to show how clever they are. They get fairly drunk on words. They are strong on classical illusions, on the poetic touch, on flights of fancy, on the weaving together of beautiful words in musical cadences. They labor to cultivate a "style" which will be the envy of their friends. When they sit down to write an advertisement, they lose sight entirely of the goods they are supposed to sell, and strive mightily to produce "fine writing." In other words, they are no good.

A Question of Special Ability

The writing ability required of an advertising man is of a different sort. He must be able to express even a complicated proposition in terms so simple, so crystal-clear, that people of the most ordinary intelligence can grasp his meaning with ease. And he should be able to so handle short, simple, strong words as to vividly express his own personality; and that personality should be interesting, forceful, persuasive, and blessed with a saving sense of humor.

Such men are born that way. They cannot be taught to write well if they were not born to write well. True, they can improve their work by thought and study and experience; but even as beginners everything they write is both sensible and interesting, and will sell goods.

If you have such a man, or a young fellow who promises to grow into such a man, you are lucky.

If you feel that it is necessary to go outside your own organization for an advertising manager, and are not in a position to use the services of one who has already made good elsewhere and demands both increased opportunities and a large salary, you will probably find the man you want on the staff of some local newspaper. A lad who has made himself generally useful around a newspaper shop, soliciting advertising, doing reportorial work, helping make up the paper, and messing around the composing and press rooms, has learned a lot of useful things and is promising material for an efficient advertising man.

Still another thing which should be kept in mind in selecting an advertising manager is that his job is a selling job. A good advertising man must be a good salesman. He may not be physically or temperamentally fitted to go out on the firing line and sell goods by main strength, but he should have the selling instinct.

Must Be Able to Grasp Salability

One of the prime requisites of a first-class salesman is a ready and complete grasp of the salability of his goods. He is able to put himself in the place of the consumer; to evaluate what he has to sell from the standpoint of the man who is going to use it, rather than from the standpoint of those who make it. He can determine, by his own thought and study, just what are the strongest selling points of his goods, just which of its qualities and characteristics most fully and satisfactorily meet the needs and preferences of the consumer. He makes this knowledge the basis of his selling talk. He sells more goods than his brother salesmen, because he knows and understands his goods from the consumer standpoint. He can sell rings around the hectic hustlers and the furious go-getters who know nothing but factory talk, drilled into them by sales managers whose noses are

so close to the goods that they can't see the people who are going to buy and use them.

This is the sort of salesmanship which a good advertising man must possess. He must know his goods from the consumer standpoint. He must be able to analyze them and select unerringly their strongest points of salability. He must understand clearly that his job is to translate those points into consumer language, and put them over clearly and convincingly. The moment he forgets that his only job is to sell he begins to slip, and his usefulness is on the wane.

If you appoint an advertising manager who has had no practical experience and whose only qualifications are natural ability and willingness to learn, there are a number of elements which he should acquire as soon as possible.

He should learn enough about paper to be able to select the best stock for each of the various pieces of printed matter he gets out, and learn how to use it economically.

He must familiarize himself with engraving processes of all kinds, so that he may know what is best suited to the job in hand; how to order it, and how it should be handled to secure the desired results.

He must study type, and learn to use it with discrimination. Most amateur advertising is spoiled by bad judgment in type selection. There is just the right type to use for every purpose, and to fail to use it is to materially lessen the selling power of the finished result. A type which is excellent for bulk goods is not at all appropriate for the same product in its finished state, daintily packaged for the ultimate consumer. A type which is precisely suited for advertising steel, iron or coal is absurd when used for perfumes or face cream.

A thorough knowledge of commercial art is essential; the nature, quality and special uses of pen, pencil, charcoal, wash and color drawings and the thousand and one details of their layout, execution and proper reproduction.

It is also important to know a great deal about printing and lithography and press work. Much of all this may safely be left to a good printer; still the advertising manager should know how to lay out a job properly, and follow it through to completion with intelligent suggestions and instructions, instead of absurd and unreasonable interference which hampers the printer instead of helping him.

Books Are Available for Beginners

There are books which will help the beginner to acquire a fairly thorough working knowledge of all these topics, and their purchase is a good investment. The editor of any of the advertising journals will gladly inform the beginner as to the names of such books and their publishers.

When it comes to the purchase of advertising space, the novice has much to learn and it will take him a long time to learn it. If he cuts his teeth on trade papers, he must learn to discriminate between journals which are published because they render a helpful service to their readers and journals which are published because their owners need the money.

He must learn how much circulation means, and how little it means. He must learn that a publication which reaches a thousand executives who control the bank account is a better medium than one which reaches five thousand underlings who have nothing to say about how the money is to be spent. He must learn to tell at a glance the vital difference between a journal that is chockful of helpful business information and one which is full of guff and drivel. He must learn the usefulness of the solid, businesslike journal, which is thoroughly read the day it comes in, and the uselessness of the flashy and meretricious journal that lies on the top of somebody's desk a week or two before it is even opened.

Indian Uses Vanity Case Instead of War Paint

There is at least one Indian in Canada who prefers the modern vanity case and make-up box to the war paint of his ancestors, according to H. P. Murphy, trapper and explorer from the Ptarmigan Lake district, who was recently at Edmonton, Alberta. Murphy recently met an Indian on the trail wearing a vanity box where formerly a scalping knife had hung. From this the Indian pulled a powder puff, powdered his face, and then extracted a small mirror from the bag to assure himself that his make-up was good.

SOME HELPFUL HINTS ON INCREASING PRODUCTION

Addenda to Series of Articles on Basic Management Principles;

Supplements Previous Observations on Operating Toiletary Plant

By RALPH H. AUCH, B.A., Ch.E., Cincinnati, Ohio

A Few Observations in the Plant

Formulae are the toilet requisite manufacturers' stock in trade, and the secrecy in which they are wrapped, together with the care exercised in guarding the processes of specialized or new products, is thoroughly justified. However, the labor cost entailed in their manufacture is so relatively small that it very rarely determines their selling price. It appears to follow, therefore, that there is no good logical reason why there should not be free interchange of ideas in manufacturing, packaging, and all that pertains to the preparation of all toilet articles for the market.

Manufacturers in other lines have found it of mutual advantage to maintain bureaus, and even laboratories, to investigate everything pertaining to the industry from sound economical methods of manufacture, through personnel management, to new previously untried outlets for their finished products. The tendency in this direction is becoming quite marked and already embraces such diverse industries as canning and leather, lime and zinc.

When a toilet requisite manufacturer calls in the services of a consultant or calls in the manufacturer of packaging machinery, or other labor saving equipment, the former rarely, if ever, swears the latter to secrecy on the installation to be made or the lay-out observed already in operation. This situation is a fortunate one for otherwise the industry would not be nearly so far along on the road to efficient time and labor saving operation.

As the title suggests this is merely a compilation of "wrinkles," etc., that have been devised or observed and which have proven helpful. Some of these will doubtless prove to be "old-stuff" to some of the readers, in fact appear quite commonplace, but it is hoped that others may find one or another of them of value and can utilize them as they are or can adapt them to their own plant conditions.

They are so varied in subject matter and application that no attempt has been made at orderly arrangement, in reality, there could be no logical arrangement.

Cleaning Equipment That is Used for Two or More Products

A powder sifting and mixing machine, and a powder filling machine had to be cleaned frequently. This was necessary because two products of entirely different nature had to be handled on the same equipment.

To clean them thoroughly was quite a tedious and time-consuming job. An ash-can full of talc was brought on the job, and kept near the machines. The talc was run through each machine twice to clean it. The little bit of this relatively inert talc left in the machine didn't affect either material that was regularly run. When the talc became badly contaminated, it was discarded and new used.

No doubt mineral oil, starch paste, or some other cheap and relatively inert material can be made to serve as cleaning agents for other types of equipment not readily taken apart and cleaned.

Two Aids in Handling Small Lots

Occasion often arises when small lots of a given product must be manufactured and the following have saved time and trouble.

For filling small lots of semi-solid material into either jars or tubes the device described has saved the time either of filling with a spatula or of cleaning the regular filling equipment. A large size pastry bag such as used by bakers and confectioners for decorating pastry and candies is fitted with a draw-string at the top and ordinary tin-plate nozzle of suitable size and shape at the bottom. For jars, the regular nozzle which is conical in shape can be cut off back to the point where the diameter approximates the diameter of the top of the jar. For filling tubes, a nozzle can be made readily of tin-plate of proper diameter to slip easily into the collapsible tubes. In filling, the tubes need not be removed from the half or one gross containers but simply turned open-end up.

It is sometimes necessary to make or fill liquids, pastes or cream in small lots on regular equipment which is not constructed of metals that will withstand the corrosive action or prevent contamination or discoloration of the small lot to be run. In this event, coating the surfaces of the equipment which come in contact with the material being handled with lacquer (nitro cellulose solution), varnish or molten paraffin, proves satisfactory and avoids the difficulties noted.

The Labeling Machine Gum Box

On some makes of labeling machines the "doctor" or "scaper," that removes the excess of gum from the copper or brass gum roll, is made of cast iron. Owing to the coarse "grain" of the cast metal "doctor," when wear develops, the roll becomes scored. When this scoring occurs, the gum is no longer fed in an even film to the transfer roll and the labels get either too much or too little gum.

The following procedure has been found to eliminate this difficulty in an easy and inexpensive manner. The edge of the "doctor" that bears on the copper or brass roll is filed down smooth, and two, three or four small holes, dependent upon its length, are drilled and countersunk from the opposite side. A piece of cold-rolled steel about $3/16" \times 1/4"$ or other convenient size is cut slightly longer than the roll on which it is to bear. Holes are then drilled and tapped out in this piece to correspond with the holes in the "doctor" and it is held firmly in place by flat-head machine screws, sawed or filed off flush.

This cold-rolled steel is hard enough to soon dress the copper or brass roll down smooth ordinarily; however, if badly scored the latter can be dressed with the aid of a smooth, flat file while the machine is in operation and the roll rotating.

Checking Raw Materials

It is the custom of many small plants to rely absolutely on the manufacturer furnishing the raw material. Faith in the honesty and integrity of the source of supply is a

fine thing but is fraught with at least three disadvantages.

First, if the manufacturer furnishing the raw material knows that his material is not submitted to test, he might be tempted to furnish inferior merchandise that has been rejected or that he has reason to believe might be rejected by another customer who does test all materials.

Second, the man charged with purchasing often is not free to buy on a competitive basis because the man charged with working up the material insists on the same source of supply. This is because the latter fears that any given material from a different source might not work up right.

Third, granting that any given material is of the best procurable quality and is bought at the lowest possible price, what is to prevent labels becoming mixed and material other than that purchased being furnished. Many essential oils and synthetics are similar in appearance and even odor. The different stearates look and feel much alike; many salts both organic and inorganic cannot be distinguished from one another; and the same is true of many powdered drugs and gums.

It is not ordinarily necessary particularly to guard against inadvertent substitution to make complete chemical analysis. Usually some simple tests will suffice; one test for identity and another or two for impurities or characteristics which past experience has shown renders the given material unfit.

Such tests are indeed reassuring and at the same time cheap insurance of uniformity of the finished product.

New Packages

Only too frequently when new packages are chosen the one charged with production does not sit in when the final decision is made. However, when the item is put into production, if packaging costs are excessive, breakage in process or in transit unusually high, or if leakage, drying out or dusting occurs, the production department comes in for criticism aplenty.

Granting that every package must be beautiful and attractive and at the same time distinctive, it should nevertheless be practical. Certainly the production man is best qualified to pass on this latter quality. Suggesting a minor change in shape or dimension, so that a filling, labelling, cartoning or other machine already available can be utilized, suggesting how the package can better be guarded against breakage, or even submitting a practical design of bottle or other "container" carved from a piece of paraffin will soon earn respect for the judgment of the production man in the choice of new packages. In this way an opportunity is afforded the production man to utilize his specialized knowledge and reduce the delays, the mistakes and the monetary losses that accompany the new package that gets off to a bad start.

(To be Continued)

Why Not Get Up?

Why do so many of us hate to wake up in the morning? asks *Silent Partner*. The morning holds the freshest breezes, the brightest sunlight—in the morning there is zest in living. And, besides, it marks the beginning of a new day, which may bring joy, success, added good health—each new day is a new opportunity, so why not get up in the morning and find out what it's all about?

News Permeates Every Page

The text pages of *THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW* do not contain *all* of the news. You must read the advertising pages also to get the full benefit.

MECHANICAL AIDS TO HEALTH

Medical men agree that the ideal condition as regarding health comes when the air we breathe is pure, moist, moderately warm and free from foreign matter, says the *New York Commercial*. At the close of the business week in summer, those who can hie themselves to the seashore, hills, lakes or countryside, for here, as we say, one gets a "breath of fresh air." The atmosphere in such localities affords the desired relief; we inhale the much needed purity of nature, rest a little, play a little and return to the city revitalized.

While these are the facts in spring, summer and autumn, the shut-in days of winter bring about an entirely different condition. Of necessity, doors and windows are closed to keep us comfortable and with the closing of such openings we altogether too often submit ourselves to inroads of disease and fatigue through failure to obtain proper purity of the air we breathe. In our effort to keep warm we force the heating plant far in excess of its rated capacity and live in an atmosphere not only too warm but wherein the air is vitiated from lack of change.

Foul air is the result of a large number of contributing influences. When air is breathed it gives up its oxygen to build up the blood, lungs and other human organs. If the same air is again breathed, as it so often is, a gas results which is substantially the same as we get from the combustion of coal in our heating plants. This is known as carbon dioxide. Although not in itself injurious, an excess of carbon dioxide stifles the oxygen. We refer to the air as vitiated. It produces headaches, fatigue and weakening of the physical system.

Further impurities are present such as dust, smoke, metallic particles, foul odors, microbes. These factors, too, serve to increase the carbon dioxide abnormally and make the average city air during the day scarcely fit for breathing. By contrast, country air, not subject to such contaminations, contains only about one-half as much carbon dioxide as that existent in city air. It is this fact which enables us to get comfort and pleasure from a tramp in the fields, woods or wide open spaces.

In recognition of the foregoing scientific men have developed mechanical apparatus for treating the atmosphere to make it suitable for breathing. There is the mechanical air washer, through which air is passed by means of mechanical fans to relieve it of its dirt and other foreign matter. Of later origin, dry filters are now offered to accomplish the same purpose. These have tiny ribbon-like materials offering a multitude of edges against which the air is forced by mechanical fans which thus cause the deposit of foreign substances.

Humidifying devices add moisture to the air we breathe to overcome its dryness resulting from raising the temperature of interior air without the addition of moisture. For those who desire ventilation without cost of electric current, there are roof ventilators in a wide variety of shapes and sizes. These can be used to excellent advantage when conditions are right. Mechanical fans, too, are offered in numerous designs and sizes.

Apparatus like oil burners, gas furnaces, vacuum and plain steam heating apparatus and hot-water heaters are becoming better known constantly. The recent coal strike has increased our knowledge and interest in such equipment. Then there are related articles such as sanitary and refrigerating apparatus.

Her Husband Immune from Wine and Women

"Ah, madam," said the pious visitor, "I am going about giving advice and consolation to unhappy wives. Do you know where your husband is every night?"

"Indeed, I do."

"Alas, madam. You think you do, but he may be here, there, anywhere."

"Well, if he gets out of the place where he is now he has to raise a granite slab that weighs at least a ton, and he couldn't even lift a scuttle of coal while he was alive."
—*Western Druggist*.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

AMERICAN COSMETICIANS MEET

Uniformity of legislation throughout the entire United States to regulate the practice of cosmetic therapy was the aim voiced at the seventh annual convention of the American Cosmeticians' Society held at the Hotel Sherman, Chicago, August 2, 3 and 4. Only in this way, it is felt, can the standards of the profession be upheld.

Miss Frances Martell was appointed managing director of the Society and Dr. G. A. Ward of Chicago, was appointed medical examiner.

The following subjects, covered by leading manufacturers and beauty experts, will give an idea of the diversity of the program: "Methods of Successful Shop Advertising," by Harry Gibbs, of Gibbs & Company. "The Hair Situation; Its Sale and How to Build It," by H. R. Spielberger of the Western Hair Goods Company. "How to Buy Insurance Covering Your Shop," by W. H. Alger. "Chiropody as a Profitable Department of the Beauty Shop," by Dr. G. E. Wyncken. "Legislation and the 'Fake' Beauty School," by Hon. A. M. Shelton. "Secrets of a Successful Career in the Beauty Business," by Mrs. Ruth J. Maurer. "Illustrated Lecture on Plastic Surgery," by Dr. G. A. Ward. "Lesson, Lecture and Demonstration on Marcel Waving," by A. Koestner. "A Lesson and Lecture on How to Sell Permanent Waves at \$25.00 and More," by W. Graham Barnett.

Some of the exhibitors were: John Blocki, Inc., Chicago, whose display featured their Flower-in-the-bottle perfumes and toilet waters; Paragon Distributing Corporation, New York, who offered new window displays to be had for the asking; Kimberly Clarke Co., Chicago, showing Sanek and a new jar for holding Sanek towels; Paul Kree, New York, electrolysis manufacturer, showing his machines; the Marinello Co., New York, who had a complete line of toilet requisites and colorful, steel, beauty shop furniture. The Le Mur Co. of Cleveland, I. Leon Co. of New York and Samuel Bonat & Bro. of New York were among those who gave many demonstrations daily on permanent waving. California was represented by E. J. Rose of the E. J. Rose Manufacturing Co., Los Angeles, who displayed the electro-medical and physical-therapeutic apparatus for which he is noted throughout the country.

A marcel waving contest was held on Monday night for which three prizes were given and in which about twenty operators participated. A permanent waving contest on Tuesday night showed to standing room only.

The closing evening of the convention was featured by a style show at which the latest wrinkles in hairdressing were exhibited by living models who also displayed the fashions in dress for the coming season.

The election of officers shows the new list to be as follows: Dr. Nellie B. Cooper, president, Baton Rouge, Louisiana; Mrs. Anna McNiff Johnson, first vice president, Harrisburg, Pennsylvania; Rose Clancey, second vice president, Brooklyn, N. Y.; Dr. Vera Cleaver, third vice president, St. Paul, Minn.; Nina B. Colton, fourth vice president, Oakland, Cal.; Mrs. M. B. McGavran, Treasurer, Kansas City, Mo.; Miss Frances Martell, secretary and managing director, Chicago, Ill.; William H. Alger, field director, Chicago, Ill.



DR. NELLIE B. COOPER
(Re-elected President)

AMERICAN CHEMICAL SOCIETY

The American Chemical Society is to celebrate at Philadelphia September 6 to 11 the semi-centennial of its founding with the largest meeting in its history. Between 3,000 and 4,000 scientists are expected to attend the sessions, planned as the major scientific attraction of the Sesquicentennial Exposition.

Leading chemists of both hemispheres will give special lectures and contribute to a remarkable series of symposia. A special feature is to be the Pageant of Chemical Progress, which will emphasize progress in American industrial history by a series of historical, technical and commercial exhibits at the University of Pennsylvania gymnasium. This exhibition, under the auspices of the society, will be managed by Major H. S. Kimberly of Washington, D. C.

Delegates from the society's local sections all over the country will attend. The New York section, of which Dr. Benjamin T. Brooks is Chairman, will send several hundred representatives. Scores of industrialists and educators from the chemical industries of New York and New Jersey will be present, and many will present papers.

At a dinner on Wednesday, Sept. 8, the society will honor its founder members, six of whom are still living. Among them is William H. Nichols of New York City, Honorary Chairman of the Board of the Allied Chemical and Dye Corporation.

The other founder members are S. A. Goldschmidt, J. B. F. Herreshoff, Adolph Kuttroff and H. E. Niese, all of New York, and Charles E. Munroe of Washington, D. C.

Practically every university in the country will be represented. Large contingents will attend from the scientific departments of Columbia, New York University, Fordham, Brooklyn Polytechnic Institute and Stevens Institute, Hoboken. Representatives of associations of chemistry teachers in New York City and State will take part in discussions designed to improve standards of teaching in the United States.

The meeting will be preceded by a pilgrimage to the home of Priestley, discoverer of oxygen, near Northumberland, Pa., at whose grave the idea of forming the American Chemical Society took shape half a century ago.

Hundreds of papers and addresses are scheduled for the scientific sessions of the semi-centennial, which will be held at the University of Pennsylvania. Perfume research will be among the important subjects.

Progress in the conquest of disease, in the effort to prolong through the worth of the biological chemist the span of human life, in the upbuilding of a dye industry, in petroleum research and in various phases of the race with nature, whose secrets are slowly being unfathomed by the synthetic process, will be described.

World experts will participate in a raw rubber symposium and in a symposium on future trends in industrial chemistry. Synthetic chemists will reveal a vision of "molecule engineering" through which science will design and construct molecules for specific purposes.

The largest contingent of foreign chemists that has ever visited America will attend the golden jubilee conclave, after which they will go to Washington to take part in a meeting of the International Union of Pure and Applied Chemistry, the first to be held in this country.

The opening event at Philadelphia will be a meeting of the society's council at 9:30 A. M., Sept. 6, at the Bellevue-Stratford Hotel, presided over by the President of the society, Professor James F. Norris of the Massachusetts Institute of Technology.

Teachers and industrialists from all over the country will attend a meeting of the new senate of chemical education,

organized to link industry and education in an effort to improve chemistry teaching in this country. Professor Neil E. Gordon of the University of Maryland will preside.

The history of chemistry will be featured. The society will issue a publication recounting the development of chemistry in this country during the last fifty years. The work is in charge of Dr. C. A. Browne, chief of the United States Bureau of Chemistry, Washington.

Numerous committees have been named to direct the convention. Dr. Edgar F. Smith has been named Honorary Chairman. Professor Walter T. Taggart of the University of Pennsylvania is Chairman of the Executive Committee.

Pharmacy Week to Be Observed

Pharmacy Week will be celebrated throughout the country beginning October 11, it is announced by the American Pharmaceutical Association. Fifty thousand pharmacists, representing colleges, State boards and commercial bodies, are expected to take part. Committees will be formed in every State and exhibits illustrating pharmacy's development as a science will be held in colleges.

The American Pharmaceutical Association will give a special exhibit at the Sesquicentennial Exposition in Philadelphia. The National Association of Retail Druggists will co-operate. The events of Pharmacy Week will be directed by a national committee, of which Dr. Robert J. Ruth of the Philadelphia College of Pharmacy has been appointed chairman.

Degree Conferred on Prof. Franklin

Edward C. Franklin, professor of chemistry at Stanford University and a former president of the American Chemical Society, has conferred upon him the honorary degree of Doctor of Science at the commencement exercises of Western Reserve University in recognition of his researches in the liquid ammonia system.

Chemical Industry to Hold Exhibition

The Manchester, England, section of the Society of Chemical Industry with the assistance of Provincial Exhibitions, Ltd., proposes to hold a national exhibition November 16 to 27 in Manchester at the city exhibition hall, covering coal products, chemical products and chemical engineering.

British Chemists Elect Officers

Officers of the London section of the British Association of Chemists were elected recently as follows:—Chairman S. R. Price; treasurer, H. Dunford; secretary, W. R. Harris. The six vacancies on the committee were filled as follows:—A. J. C. Cosbie, G. T. Gurr, Geoffrey Martin, J. C. Mellersh, Paul Haas, and J. B. P. Harrison.

Chain Store Grocers to Meet

The National Chain Store Grocers' Association announces that Buffalo, N. Y., has been chosen as the place to hold the next annual meeting. The dates are October 5, 6, 7, 1926, with headquarters at Hotel Statler.

The Leipzig Fair

The General Sample Fair at Leipzig, Germany, occurs from August 29 to September 4, this year, according to information from the New York office of the Fair at 630 Fifth avenue.

"Stop! Look! Listen!"

Ohio motorists show the same contempt for the "Stop! Look! Listen!" signs at railroad crossings as motorists in other states. They crash through crossing gates and flash past flagmen and with frequency get hit by express trains.

So Ohio is going to try a new experiment. Steel posts are to be erected on either side of the road at rail crossings and a heavy steel curtain will be dropped between the posts. Perhaps taking a header into a wall of steel will be quite as fatal as being hit by a train, but it will not delay railroad schedules.—*San Francisco Chronicle*.

"Now" or "Won"?

"Now" spelled backwards reads "won." What is it worth to you to win? What is it worth to you to say: "I have won."—*Meyer Druggist*.

NATIONAL WHOLESALE DRUGGISTS

The fifty-second annual convention of the National Wholesale Druggists' Association will be held Sept. 27 to 30, inclusive, 1926, at French Lick Springs Hotel, French Lick, Ind. The Hoosier wholesalers and manufacturers who make up the Entertainment Committee extend a most cordial invitation to all active and associate members of the N. W. D. A. to attend this meeting. "From a business point of view," says Chairman Wm. J. Mooney, "every member should attend this year's Convention. Questions of utmost importance to us all will be considered."

Mr. W. A. Caperton and his Committee on Entertainment promise a splendid program.

President W. E. Greiner has issued a strong appeal to all members to attend the meeting. In part, President Greiner says: "If there was ever a time in the history of the N. W. D. A. when it needed your presence, your loyalty and your counsel, it is now. I am not alone in my sincere trust and absolute confidence in my fellow service wholesalers. We will find a way to clarify the chaotic condition that exists in our industry throughout the greater part of this country today. To do this, your co-operation is absolutely necessary. Come and help make this the most constructive meeting in history! The best minds in the wholesale drug industry of America will be present, but they will not be able to help you much if you are not there."

Personal Changes in Chemistry Bureau

H. J. Humphries, chief of the Buffalo Food and Drug Inspection Station of the Bureau of Chemistry, has resigned to accept a position with the New York Canners, Inc., Rochester, N. Y.

E. F. Kenney, of the Baltimore Food and Drug Inspection Station of the Bureau of Chemistry, has resigned to accept a position with the Baltimore Customs Service.

L. D. Elliott, formerly of the Seattle Food and Drug Inspection Station of the Bureau of Chemistry, has been made chief of the Denver Food and Drug Inspection Station of the same bureau.

C. R. Gross has been transferred from the San Francisco Food and Drug Inspection Station of the Bureau of Chemistry to the Seattle Food and Drug Inspection Station of the same bureau.

Robert W. Hale, of the Baltimore Food and Drug Inspection Station of the Bureau of Chemistry, has resigned to accept a position with Burrough Brothers Manufacturing Co., Baltimore, Md.

Raymond Hertwig has resigned from the Bureau of Chemistry to accept a position as research chemist with the H-O Cereal Products Co.

Everett G. Holt, who has served for four years as assistant chief of the Rubber Division in the Bureau of Foreign and Domestic Commerce, Department of Commerce, has been appointed chief of that Division by Secretary of Commerce Hoover.

New Indiana State Chemist

Dr. Henry R. Kryblich has been appointed State Chemist of Indiana and assumed his duties July 1. Until then he was chief chemist of the Boyce-Thompson Institute of Plant Research, at Yonkers, N. Y.

Cannot Work Without His Tools

The burglar had served his sentence with the usual reduction for good conduct and was being released from prison. The chaplain delivered his lecture on reformation and wished the man good luck. The prisoner seemed loath to end the interview.

"What are you waiting for?" asked the chaplain at last. "My tools," said the burglar.—*Western Druggist*.

Finds "The Perfumer" Valuable

(J. Heichelbach, Hico Products Co., Flavoring Extracts, 121 Market St., St. Louis, Mo.)

We always enjoy receiving THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, as it contains a lot of information valuable to us.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our July report, D. T. Gunning, president; Thomas J. Hickey, general counsel; Richard H. Bond, first vice-president and chairman of the legislative committee, as well as the other officers and committeemen, have proceeded in their customary way to advance the interests of the members of the Flavoring Extract Manufacturers' Association of the United States.

In our last report full details were given of the Alcoholic Extracts Hearing in South Dakota, at which General Counsel Hickey and Dr. Frank M. Boyles, of the Executive Committee, appeared for the industry. The result is contained in Circular 224, issued July 22, 1926, giving the text of a modified ruling, dated July 1, which obviously was due to the splendid presentation of the merits of the flavoring extract industry made by Dr. Boyles, who put the subject in a new light to the members of the commission. The modified ruling, which followed, is printed elsewhere in this department. It really was a signal victory for the association.

Executive Secretary Hickey, however, warns the members of the necessity of watching closely all sales in South Dakota, "which," he says, "is politically and privately dry, and they mean it out there. The Commission has the power to put any preparation containing alcohol on the prescribed list, after which it cannot be sold in the State. If we want the Commission to be fair with us we must go out of our way to be fair with them."

The Wisconsin decision against the use of artificial or imitation colors in foods also is given herewith.

Alcohol news will be found in our Washington Letter.

SODA WATER FLAVORS MANUFACTURERS

August Peter of Milwaukee, president, and Thomas J. Hickey of Chicago, secretary and attorney, together with the legislative and other committees of the National Association of Manufacturers of Soda Water Flavors, have continued their activities during the last month to advance the welfare of the association and its members during the period which has just ended.

Secretary Hickey has issued bulletins to the members regarding timely subjects affecting their interests.

Developments in matters of prohibition of interest to the members will be found in our Washington Correspondence. The news of the South Dakota menace and the results of the appearance at the hearing by Secretary Hickey are printed elsewhere in this department. Also herewith is the Wisconsin Color decision.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

NEW GOVERNMENT REPORTS ON TAHITI, MEXICAN AND OTHER VANILLA CROPS

During the previous season, which commenced about May 1, 1925, and ended about March 31, 1926, there were exported from French Oceania 165,345 pounds to 176,368 pounds of vanilla beans. The exact quantity is not known, because the statistics of exports of the Customs Service of French Oceania are closed annually and are not tabulated by crop seasons, states American Consul Lewis V. Boyle, Tahiti, Society Islands, in a report to the Department of Commerce, dated June 16, 1926. During the calendar year 1925, according to the information of the Customs Service, 169,373 pounds of vanilla beans were exported from French Oceania. There is usually exported during a calendar year about 90 to 95 per cent of all the vanilla beans produced during a season.

There is no information available in respect to the production and exportation of the various grades of vanilla beans. Nevertheless, the law provides that all vanilla beans must be graded and classified by government inspectors before being exported. The records of inspection show that 2 per cent of the beans graded are of the best quality; 35 per cent of very good quality; 45 per cent of good quality; 17 per cent of fair quality, and 1 per cent of very poor quality.

The condition of the beans exported during the season of 1925-26 was not quite so good as during previous seasons, because the vines were damaged by a prolonged drought during the latter part of 1924.

There is no information available, governmental or otherwise, in respect to the acreage devoted to the cultivation of vanilla beans in this consular district. The crop for the present season (1926-27) is estimated locally to be about 1,600 tins, and, as each tin contains 40 kilos, the crop will be in the neighborhood of 64,000 kilos, or 141,094 pounds. The production of the various grades will undoubtedly be in the same proportion as in previous years. The condition of the crop of vanilla beans being harvested at the present time (1926-27) is only fair, because the vines were severely damaged by the terrific storm and cyclone which visited most of the vanilla producing islands early in January of this year. A great many vines were destroyed and many thousands more were partly damaged or thrown upon the ground by the wind and rain.

Prices have increased substantially since the last report submitted by this consulate on April 2, 1926. At that time the prices received were from 100 to 125 francs per kilo (about \$4 to \$5 per 2.2046 pounds, at the rate of exchange of \$1 equals 25 francs). On June 16, 1926, the prices were from 200 to 230 francs per kilo (about \$5.71 to \$6.51 per 2.2046 pounds, at the rate of exchange of \$1 equals 35 francs).

The general tone of the market is good, because prices have risen, continues Consul Boyle. Some of the exporters are of the opinion that there will be further advances in prices similar to the exceptionally high prices that prevailed

during 1923 and 1924. The more cautious exporters do not think that prices will materially increase in the future.

Stocks of vanilla beans on hand at the close of the last season, about March 31, 1926, were approximately 7,055 pounds, according to exporters. The available stocks on hand at Papeete on June 16, 1926, were believed by the best-informed exporter to be about 26,455 pounds.

Prospects for Mexican Vanilla Beans

According to a report from American Consul John Q. Wood, Vera Cruz, Mexico, June 30, 1926, estimates made by the trade place the vanilla bean gathered in November and December of 1925 and cured during the first part of 1926 at 220,000 pounds, of which 135,000 pounds were "wholes" and 85,000 pounds "cuts," as compared with 185,000 pounds of "wholes" and 50,000 pounds of "cuts" in the 1924-25 season. The best opinion among the trade is that 40,000 pounds of "wholes" and 20,000 pounds of "cuts" of the present crop remain unsold and also 10,000 pounds of "wholes" of the preceding crop.

The present crop (1925-26) is of much better quality than the preceding one, but not up to the expectations previously predicted. The trade is of the opinion that the crop will be much larger in 1926-27, even amounting to 300,000 pounds for the entire output. Naturally, it is impossible to predict with accuracy, but all of the indications point to a large increase unless weather conditions should be unfavorable.

The total exports for the June quarter of 1926 amounted to 62,576 pounds, valued at \$191,795, all of which went to the United States.

There has been but little competition in the market for this year's crop. Former buyers on a large scale have kept out of the market, while previous small purchasers have taken large amounts. Prices have been low most of the season. Only at one period was there a tendency for higher prices. On the date of this report prices averaged from \$4.50 to \$5.50 per pound, according to quality, for "wholes," and \$2.50 to \$3.50 for "cuts." There is said to be but little profit in these quotations for holders, as the production cost approximates these figures. The increased demands of labor accounts for this condition.

Exports of Vanilla Beans from Madagascar and South Indian Ocean Region

According to a report from American Consul James G. Carter, Tamariave, Madagascar, May 14, 1926, it has not been possible to receive official figures on definite estimates of the 1925-26 crop of vanilla beans in the South Indian Ocean region, but the final estimates made by the trade would appear to place the Madagascar East Coast production at about 793,656 pounds. The Comoro Island production may still be reckoned at about 283,291 pounds, and that of Nossi-Be at about 85,979 pounds. The trade estimate for the Réunion production, although somewhat uncertain, amounts to about 176,368 pounds, of which 110,230 pounds had been shipped up to the first of May. No definite trade or official estimate is available for the small quantity of vanilla beans produced in Mauritius and the Seychelles Islands this season.

It is too early to procure a preliminary official estimate of the growing 1926-27 crop of vanilla beans, but the opinion has been expressed in trade circles that the crop on the East Coast will be considerably inferior to that of the 1925-26 season, and will not amount to more than about 551,150 pounds, as against 793,656 to 804,679 pounds for this season. It is stated that weather conditions and the flowering have been bad, that, in addition, after the fecundation of the flowers, there was a considerable leakage of pollen, which will bring about a shortage in the formation of the beans.

On the other hand, it is estimated that the crop outlook in the Comoro Islands and Nossi-Be is very good. While there may be a shortage in the East Coast Production for the 1926-27 crop, it is believed that because of the increased acreage planted during the past three or four years the output of cured beans, under favorable weather and other conditions, will continue to increase during the next few years. Because of the recent severe slump in vanilla prices, there would not appear to be any disposition to continue the intensive planting of this article.

The export of vanilla beans from Madagascar and De-

pendencies during the calendar year 1925 amounted to 880,464 pounds, of which France took 879,771 pounds; England 628 pounds; Mauritius 35 pounds, and Réunion and Switzerland 15 pounds each.

The total exports of vanilla beans from Réunion in the calendar year 1925 amounted to 134,494 pounds, of which 121,253 pounds went to France; 13,228 pounds to England and 13 pounds to Mauritius.

The foregoing figures do not represent the crop gathered and prepared during the calendar year 1925. The crop is better calculated by considering the exports during the last three months of 1925 and the first three months of 1926, which above covers, normally, the curing and marketing season. The total exports of vanilla beans from Madagascar and Dependencies during these two quarters aggregated 788,969 pounds.

It is estimated by the trade circles that on the first of May the vanilla beans still remaining over from the 1925-26 crop unshipped amounted to about 88,184 pounds. Statistics are not yet available giving the seasonal exports of vanilla beans from Réunion, Mauritius and the Seychelles Islands.

There would not appear to be any heavy demand, adds Consul Carter, and there is very little active buying or offerings for the vanilla beans remaining unshipped in Madagascar. There would also appear to be very little demand in Réunion.

REVISED RULING IN SOUTH DAKOTA

Following is the text of the July 1 modified ruling, made by the South Dakota Alcoholic Preparations Commission after hearing the arguments of Messrs. Boyles and Hickey, as reported in our last issue:

NOTICE OF PROSCRIBED LIST OF ALCOHOLIC PREPARATIONS

Notice is hereby given that the Alcoholic Preparations Commission has placed on the proscribed list certain alcoholic preparations found and held by said Commission to be not bona fide preparations under Section 10328, R. C. 1919, as amended by Chapter 269, Session Laws 1921. The manufacture, importation, keeping and keeping for sale of said preparations are not protected, but are prohibited under said Section, and are held subject to the general provisions of the Intoxicating Liquor Law. Said preparations are as follows:

All rubbing alcohols or other alcohols manufactured or sold for external use which do not comply with T. D. 3764 of the Treasury Department's Office of Commissioner of Internal Revenue, approved November 4, 1925.

All imitation extracts of peach and pear containing alcohol. All imitation brandy containing alcohol.

Old Monticello Tonic and all similar wine tonics insufficiently medicated.

All malt extracts and tonics manufactured and sold under Article 8, regulations 60 of the Federal Prohibition Director.

Sterno canned heat and similar preparations or any solidified alcohol, unless the alcohol contained therein be denatured by the addition of pyridine and wood alcohol and labeled as required under the provisions of Chapter 270, Session Laws 1921.

Notice is further given that all alcoholic preparations of every nature and description under Section 10328, as amended when sold for beverage purposes or kept for sale for beverage purposes are not bona fide and are prohibited and proscribed.

Violations of this Notice will render the violator liable under the penalties contained in said Section 10328, R. C. 1919, as amended, and otherwise provided by law.

Dated July, 1926.

ALCOHOLIC PREPARATIONS COMMISSION,

B. F. MYERS, Chairman; E. E. GREGORY, Secretary.

Patent for Fruit Juices

W. S. Pierce. U. S. 1,556,572. The juice and pulp of oranges or other fruits are evaporated together *in vacuo* to a sirupy consistency. Sugar is impregnated with the essential oil of the fruit, this oil-impregnated sugar is added to the evaporated material and the evaporation is continued to obtain a dry product. The vacuum is broken at an intermediate stage of the drying in order to permit stirring of the material.

MONEL METAL FOR VANILLA FLAVORING CONTAINERS*

By T. E. HOLLINGSHEAD and T. J. OTTERBACHER, Zion College, Zion, Ill.

Inasmuch as monel metal has proved to be a satisfactory material for containers for certain delicate photographic solutions, it was suggested that it might also prove suitable for vanilla flavors. An investigation was undertaken for the purpose of determining, first, the effect of contact with monel metal on various types of vanilla flavors, and second, the effect of flavors on the surface of the monel metal.

Types of Vanilla Flavor Employed

Formula I is a standard vanilla extract prepared by diluting a commercial concentrate which was reported to be extracted from a good grade of Bourbon beans. Formulas II and III are the same standard extract fortified with vanillin and coumarin, and colored as indicated with certified aniline and burnt-sugar colors. Their coumarin content, although high, is according to the local demand for baked products. The higher lead number in II than in III is due to the precipitation of some lead by the aniline color used. Formula IV is the commercial concentrated Bourbon bean extract mentioned above.

The vanillin and coumarin determinations were run by the ether extraction method and the normal lead number by the Winton and Lott method.

Analyses of Vanilla Extracts

	Per cent		Per cent
I—Standard Vanilla Extract			
Vanillin	0.31	III—Fortified Vanilla Extract, Colored with Burnt-Sugar Color	
Normal lead number	0.49	Vanillin	0.58
II—Fortified Vanilla Extract, Colored with Certified Aniline Color			
Vanillin	0.58	Coumarin	0.23
Coumarin	0.23	Normal lead number	0.49
Normal lead number	0.69	Glycerol	8.00
Glycerol	8.00	Alcohol	8.00
Alcohol	8.00	IV—Commercial Vanilla Concentrate, Bourbon Beans	
		Vanillin	2.23
		Normal lead number	3.44

Experimental

The odor and flavor of the flavors were tested every 2 weeks but no attempt was made to examine them for strength until the final tests were made at the end of 3 months.

Strips of monel metal, 1.5 × 7.5 cm. and approximately 20 gage in thickness, were placed in tightly stoppered 250-cc. Pyrex Erlenmeyer flasks containing 100 cc. of the flavor. This gave sufficient room to note the action at the air line.

The sets were made up in triplicate. All sets were allowed to stand at room temperature 18° to 25° C. (65° to 75° F.). One set was placed in the light, the second in the dark, and the third was reserved to test the residue for nickel and copper every 2 weeks. The strips were washed in water, alcohol, and ether, and dried in a desiccator over sulfuric acid before weighing.

Effect on Odor and Flavor

On comparing the odor and flavor of the samples of the flavors in contact with the monel metal with samples of the original flavor, no differences were observed until the sixth week. At that time the flavor was slightly weaker, although the odor seemed to be the same. At the end of the tenth week both odor and flavor were decidedly weaker than the original samples. The action in the light was the same as that in the dark as far as could be discerned with the senses. No precipitate of any kind was formed and the color of all the flavors remained the same throughout the 12 weeks.

Effect on the Surface of the Monel Metal

The polished surface on the monel metal was not affected in any way by the various vanilla flavors until the end

of the second week, when the strip in contact with IV was slightly dulled. By the end of the eighth week all the strips were dulled, and the strips in IV had a heavy, grayish brown tarnish. The flavor colored with burnt-sugar coloring did not dull the strips quite so rapidly, nor to as great an extent, as did the other flavors. The standard extract, formula I, produced a greater dullness than did the fortified flavors. The corrosion was practically twice as great in the light as in the dark.

Effect on Weight of Monel Metal Strips

At the end of 12 weeks the strips, each weighing approximately 5.5 grams, had lost weight as follows:

	I	II	III	IV
	Gram	Gram	Gram	Gram
In dark	0.0207	0.0005	0.0075	0.0375
In light	0.0288	0.0009	0.0141	0.0614

Qualitative tests for nickel and copper were found in the flavors after the tenth week in all cases except in formula II.

From the following results it can be seen that all the true flavoring properties of the flavors were affected. The vanillin and coumarin show a decrease in all cases. The normal lead number of the true bean extracts was higher after treatment than before. This is probably due to the resins forming compounds with nickel and copper, which precipitate more lead. In the fortified extracts the normal lead number fell considerably. This may not be of great significance, however, as the normal lead number of these fortified flavors is partially due to the artificial coloring matter.

Effect on Vanillin, Coumarin, and Normal Lead Number

		In Dark Per cent	In Light Per cent
Formula I			
Vanillin		0.28	0.29
Normal lead number		0.67	0.79
Formula II			
Vanillin		0.49	0.47
Coumarin		0.16	0.21
Normal lead number		0.10	0.10
Formula III			
Vanillin		0.44	0.44
Coumarin		0.12	0.14
Normal lead number		0.28	0.16
Formula IV			
Vanillin		1.47	2.08
Normal lead number		6.31	4.27

Conclusion

Since vanillin, coumarin, and the resins of vanilla extracts react with and corrode monel metal, this alloy is not suitable for containers for the storage and transportation of the extract of vanilla beans for fortified mixtures thereof.

FOREIGN TRADE IN FLAVORING EXTRACTS AND SOFT DRINK MATERIALS

WASHINGTON, Aug. 14.—The Foodstuffs Division of the Department of Commerce has prepared some interesting information regarding our foreign trade in flavoring extracts and an allied product. It was the natural sequence to editorial comments in THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW regarding the difficulty of segregating the statistics for practical purposes. The report reflects credit both upon Edward G. Montgomery, chief of the division, and M. L. Bynum, who prepared it. The report says:

The exports of flavoring extracts and fruit juices from the United States were not shown by quantity in the official statistics until 1922, when 2,319,469 pounds were recorded as exported. The trade prior to that year, however, may be determined by the value of exports, which in 1918 amounted to \$967,421; in 1919, to \$1,341,656; in 1920, \$1,428,262; in 1921, \$848,017; in 1922, \$761,284; and in 1923, to \$678,189. In 1924 the exports of flavoring extracts, fruit

*From *Industrial & Engineering Chemistry* for August, 1926. Republished through the courtesy of the American Chemical Society.

juices, and "other beverages" combined totaled \$803,771, as compared with \$972,353 in 1925, which was an increase in value in 1925 though a decrease in quantity of extracts, as may be seen from the table. In 1924 the exports of flavoring extracts were segregated from fruit juices and the latter were classed with "other beverages" in the official statistics.

Trade Widely Distributed

The trade in these products is very widely distributed; the 498,157 pounds of flavoring extracts shipped in 1925 were destined to 74 countries, while the 393,849 gallons of fruit juices and other beverages went to 72 countries. In that year the West Indies took 21.3 per cent of the export trade in flavoring extracts; Central America (including Mexico), South America, and the Orient (together with Australasia and Oceania), each slightly more than 17 per cent; Canada, 19 per cent; Europe, 6.8 per cent; and Africa, 0.4 per cent. Canada was the largest single purchaser, 94,714 pounds being shipped to that country. Cuba was next with 74,412 pounds, followed by Colombia with 42,777 pounds, and Mexico with 36,163 pounds. Venezuela, the Philippine Islands and the United Kingdom also purchased fairly large quantities. Among the larger markets increased shipments were noted for Canada, Colombia, Venezuela, the Philippine Islands, and the United Kingdom.

Of the trade in fruit juices and other beverages, 23.6 per cent went to Central America (including Mexico), 22.3 per cent to the West Indies, 18 per cent to Canada, 14 per cent to Europe, 12 per cent to the Far East, Australasia, and Oceania combined, and 9.4 per cent to South America. As in the case of flavoring extracts, Canada was the largest single market, taking 72,021 gallons, followed by the United Kingdom with 53,854 gallons, Cuba with 38,076 gallons, Panama with 36,865 gallons, and Mexico with 30,706 gallons.

A considerable increase was recorded in the total exportation—from 305,208 gallons in 1924 to 393,849 gallons in 1925—which was reflected in shipments to Canada, the United Kingdom, Cuba, Panama, China, and Venezuela.

Shipments in 1926

In the period from January 1 to May 31, 1926, the exportation of flavoring extracts totaled 245,104 pounds valued at \$189,902, as compared with 185,476 pounds valued at \$164,672 in the corresponding period of 1925.

Fruit juices and other beverages showed a decreased quantity but a greater value; the quantity exported amounted to 166,954 gallons valued at \$266,579, as compared with 191,382 gallons valued at \$257,223 in the first five months of 1925.

Local Products Offer Competition in Certain Markets

* Generally speaking, the flavoring extracts are consumed in foreign countries in the same industries as in the United States, principally in the confectionery and baking trades, in the manufacture of soft drinks and ice cream, and for culinary purposes. With few exceptions, the same varieties are preferred.

The extension of the sale of this product faces severe competition from the domestic industries in foreign countries because of the lower costs of and a natural preference for the locally made article. This is particularly true of Canada, England, and the countries of continental Europe, some of which not only make a sufficient quantity for the local demand but also export to other countries. The development of trade in that direction can hardly be looked for except in the case of fruit sirups and crushed fruits in connection with the soft drink and soda fountain industry.

Local Industry in Latin America and Far East

In certain other quarters, however, notably in Latin America and the Far East, where the local industry is not so well developed, there are possibilities for expansion as the taste and demand for soft drinks increases, provided that the American product can compare favorably in price with the product manufactured locally, despite the high import duties, and with the imported product from England, France, the Netherlands, and Germany. In countries having an abundance of tropical and subtropical fruits there is naturally a limited demand for fruit juices, since these can be

made locally at a lower cost. Importations of this product are usually confined to a few high-class restaurants.

Purchases are usually made direct from manufacturers abroad by large wholesale houses, and the small trade generally purchases through jobbers or from wholesalers. Sometimes purchases are made through a manufacturer's agent or representative.

United States Exports in 1924 and 1925

The exports of flavoring extracts and fruit juices from the United States are shown by countries of destination for the calendar years 1924 and 1925 in the following table:

Countries of destination	Flavoring extracts		Fruit juices and other beverages	
	Pounds	Value	Gallons	Value
1924				
United Kingdom.....	10,401	\$8,866	19,499	\$30,135
Canada.....	99,878	48,063	56,161	62,287
British Honduras.....	8,917	2,900	1,313	1,539
Guatemala.....	6,297	5,058	6,441	4,318
Honduras.....	18,920	9,420	7,675	8,493
Nicaragua.....	6,185	4,082	4,794	8,208
Panama.....	33,864	10,569	22,602	25,711
Mexico.....	46,072	48,263	30,956	42,786
Newfoundland and Labrador.....	7,494	3,991	2,255	3,449
Jamaica.....	10,147	1,741	1,741	3,676
Other British West Indies.....	5,829	3,664	5,336	4,772
Cuba.....	107,427	68,353	29,847	43,120
Colombia.....	25,641	28,889	2,978	4,038
Peru.....	7,006	9,331	1,084	1,631
Venezuela.....	23,982	23,019	9,520	13,435
China.....	11,191	5,076	9,884	17,901
Hongkong.....	5,757	4,021	2,685	7,470
Japan.....	37,931	19,177	9,115	38,406
Philippine Islands.....	17,999	9,465	10,253	16,599
Australia.....	13,234	13,990	2,183	5,382
New Zealand.....	21,066	11,366	1,516	6,295
Other Oceania.....	8,775	2,146	344	564
Other countries.....	87,091	51,024	67,026	74,680
Total.....	557,418	398,966	305,208	404,805
1925				
United Kingdom.....	18,728	13,861	53,854	77,651
Canada.....	94,714	61,501	72,021	83,341
British Honduras.....	3,875	2,258	1,280	2,355
Guatemala.....	3,813	5,169	9,860	5,794
Honduras.....	12,890	9,003	5,945	7,144
Nicaragua.....	4,172	3,452	4,269	7,064
Panama.....	16,351	10,651	36,865	44,355
Mexico.....	36,163	40,594	30,706	38,482
Newfoundland and Labrador.....	2,878	1,523	2,159	4,660
Jamaica.....	8,486	7,787	3,093	6,911
Other British West Indies.....	4,651	3,245	5,388	7,897
Cuba.....	74,412	56,400	38,076	51,307
Colombia.....	42,477	46,526	5,220	8,354
Peru.....	5,071	7,666	1,369	2,381
Venezuela.....	24,934	27,466	16,512	24,387
China.....	10,199	7,098	19,028	30,447
Hongkong.....	3,416	3,024	2,799	8,087
Japan.....	16,512	11,817	2,957	6,372
Philippine Islands.....	23,045	17,976	11,241	19,135
Australia.....	8,066	11,899	4,148	8,689
New Zealand.....	13,804	7,959	2,168	8,517
Other Oceania.....	4,112	1,230	698	1,149
Other countries.....	65,379	70,048	63,584	89,521
Total.....	498,157	428,353	393,849	544,000

WISCONSIN BARS ARTIFICIAL FOOD COLORS

Thomas J. Hickey, of Chicago, has issued the following bulletin regarding the use of colors in food as adjudicated by the Supreme Court of Wisconsin:

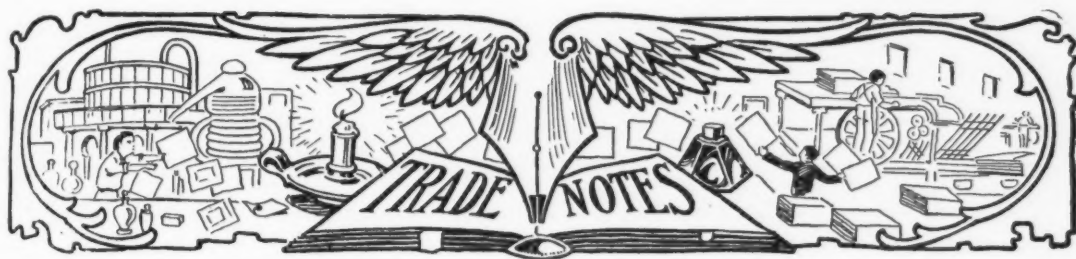
Recently the Supreme Court of Wisconsin handed down a decision which holds that no food product may be colored in imitation of the genuine color of another substance.

This means that compounds and imitations must be free from all artificial color in Wisconsin. No artificially colored goods of this character should be sent into Wisconsin.

We believe this decision does not apply to flavors and like products shipped solely to bottlers, bakers, confectioners, etc., to be used by them for further manufacturing purposes. But if such bottlers, bakers, confectioners, etc., should sell even

(Continued on Page 347)

(Pure Food and Drug Notes on Page 347)



R. R. Deupree, general sales manager for the Procter & Gamble Co., Cincinnati, will contribute a chapter on salesmanship to a book on careers which is being brought out by Edward L. Bernays, public relations counsel, and which will be published soon by the George H. Doran Co., of New York City.

A chapter on advertising will be contributed by Stanley Resor, president of the J. Walter Thompson Co., advertising agency, of New York City.

Frank A. Blair, president of the Proprietary Association, and Mrs. Blair, sailed recently on the *Aquitania* for a tour of foreign countries. Mr. Blair, who has been elected head of the association year after year, is an extremely busy man, being managing vice-president of Household Products, Inc., of New York City, which is the owner of the Centaur Co., makers of Fletcher's Castoria.

Mr. Blair was born in Canada of Scotch parentage and early in life tackled Chicago, where he was a stenographer, a clerk, floor walker in a department store and traveling salesman, finally getting into the proprietary business, where his advancement was rapid. Mr. Blair has traveled all over the country and has a wide acquaintance not only with business men, but with persons prominent in public life. In tax legislative matters and everything affecting the proprietary industry he is regarded as an expert and is frequently consulted by Congressmen, Senators and Government officials.



FRANK A. BLAIR

The new million dollar school in Orange, N. J., has been named Colgate School in honor of Sidney M. Colgate and Colonel Austen Colgate, both lifelong residents of that town. The official announcement refers to them as having "for years manifested great interest in many movements for the benefit of the community, including the welfare of the children of our schools, and having given generously of their time and substance."

Colgate University was named for the family.

W. John May, perfumer for the American Products Co., Cincinnati, Ohio was in New York recently with Mrs. May on his vacation. They spent some time in Atlantic City, Washington and Philadelphia visiting the Sesqui-Centennial Exposition in the latter city.

Emphatic denial is made by Mme. Helena Rubinstein, internationally-known beauty specialist, of all rumors that have been current to the effect that she has sold the business which bears her name.

The Rubinstein firm, it was made clear by the owner herself, has been going forward at an unprecedented rate, in every direction concerned in its international activities.

Within the last year the Rubinstein sales have been more than doubled. Many high-class distributors have been added to the already long list of authorized dealers in Valaze beauty preparations. An increasing number of leading items in the line have been more firmly established than ever before as items of national prominence in the toilet goods field; and the Valaze line as a whole, has become one of foremost reputation. Her cosmetic features, which have been enjoying an equal prosperity, will include, beginning in September, the new patented Cupidsbow, an exclusive self-shaping lipstick.

To take care of this swiftly and successfully expanding activity, Mme. Rubinstein is making the most adequate provisions in both personnel and facilities. Additions of importance have been made, within the last year, to both her directing and operating staffs. The personnel generally has also



MME. HELENA RUBINSTEIN



MME. RUBINSTEIN'S NEW PLANT IN LONG ISLAND CITY

been increased, automatically attending to the requirements of the constantly expanding promotional activities of the firm.

To meet the steadily increasing demand for Valaze prep-

arations which now continues throughout the country, as well as to provide in advance for still further increases, Mme. Rubinstein recently transferred her manufacturing activities from the old laboratory at 208 Rawson street, Long Island City, to a much larger establishment for this purpose at 65-73 First avenue, Long Island City.

The new laboratory is located in a building of modern construction, comprising over twenty thousand square feet of floor space, and equipped with every modern facility. Included in the numerous improvements which have been embodied in the new and enlarged laboratory is a special research department.

The executive offices of the firm, which were located for a number of years at 46 West 57th street, New York City, have been similarly outgrown, and have therefore been moved to larger quarters in the same building as the new laboratory in Long Island City, where the entire first floor has been turned over to the administrative work of the firm.

The retail branches of Mme. Rubinstein's organization have been keeping equal pace with the growth of her wholesale department. An additional salon was successfully opened last spring in Philadelphia, and a number of other retail branches are now being contemplated, with openings scheduled for the near future.

Besides the New York salon at 46 West 57th street, there are now firmly established Rubinstein salons in Chicago, Detroit, Boston, Newark, and Newport. The increasing requirements of the firm's retail activity in Chicago resulted recently in the acquisition of a new three-story building at 666 Upper Michigan Boulevard, which will be formally opened as headquarters for Chicago and vicinity early next year.

A corresponding activity, in both scope and intensity, marks the progressive development of the organization in Europe. For the past year Mme. Rubinstein has been proceeding with alterations and remodelling for the opening in October of her new building at 52 Rue du Faubourg, St. Honore. This opening will mark the establishment of what is to be one of the finest institutions of its kind in the world. Nearly one hundred rooms are comprised in the new house in Paris. The present salon at 126 Rue du Faubourg, St. Honore, will also be continued. An additional building was recently acquired for manufacturing purposes at St. Cloud, Paris. The former manufacturing facilities in both London and Paris will be continued, a new building having been added to meet the requirements of rapidly growing sales throughout Europe and the Orient.

Peerless Tube Co., Bloomfield, N. J., has received encouraging news from the New York Police Department that two of the gang, Charles Elwell and Frederick Smith, who robbed the Peerless warehouse of \$35,000 worth of tin in May, 1925, were arrested on July 25 and held in \$25,000 bail each, and that the police expect to round up the others connected with the robbery within a short time. It is not known whether it will be possible to recover the tin or the proceeds from its sale.

Herbert Kranich, president of the Kranich Soap Co., Brooklyn, N. Y., and Mrs. Kranich are receiving the congratulations of their many friends on the arrival on July 17 of Herbert Kranich, Jr., their first born.

Mr. Kranich is well known in the trade as the president and founder of the company which bears his name. The company was established as the Kranich Chemical Co. in

1921. The concern prospered and new and larger quarters were made necessary by increasing business, as a result the company moved to its present location at 54 Richard street, Brooklyn, N. Y., following a reorganization two years ago.

B. R. Tunison, vice-president and director of sales of the American Solvents and Chemical Corporation, New York City, left early this month on an extended trip. He will visit the company's plants and branches, of which there are twenty-one distributed over the country, extending as far west as the Pacific Coast.



B. R. TUNISON

Coty, Inc., New York City, reports net income after provision for Federal income taxes of \$383,023 for the three months ended June 30, 1926. Net income after provision for Federal income taxes of Coty, Inc., for the first six months of 1926 was \$1,012,202, or \$3.27 per share, as compared with \$1,139,816 for the similar period of 1925. While the volume of business and the net profits in the first half of the current year were slightly less than those for the first half of 1925, July and August of this year to date show a substantial increase in volume over the same period of last year.

Control of the Pallas Mfg. Co., New York City, has been acquired by William P. Hill and Carrol K. Marcell, who will continue the operation of the concern at its present location in 133rd street.



CARROL K. MARCELL

The company has been re-organized with Mr. Hill as president, George Gussoff, vice-president, and Mr. Marcell as secretary and treasurer.

Mr. Marcell is well known in the toilet preparations industry, having been associated with a number of the larger manufacturers of metal containers. He was formerly president and general manager of the Sterling Fastener Co., of New York, and Mr. Hill was formerly secretary-treasurer and general manager of the Metalcrafters, East Stroudsburg, Pa. Simon Morrison continues as superintendent of the factory.

The Mor-Tel Corp., 253 Broadway, New York City, describes and illustrates on advertising pages 84 and 85 a convenient type of telephone for use in offices and homes.

This type of telephone is used almost exclusively in Europe, and while it is known quite widely in this country on account of its use in many popular moving pictures, its general introduction is only now under way.

Robert E. Divine, author of the treatise on "The Purification of Fats and Oils by Washing With Sulphuric Acid," which is printed in our SOAP SECTION, has made chemistry his life work. Born in Brooklyn, in 1872, the son of a chemist and inventor, he early studied the rudiments of chemistry in his father's laboratory, while he was acquiring his other education in the public schools. At 19 he entered the laboratory of Lucius Pitkin in New York and received a thorough training in accurate analytical manipulation. Three years later he went to Lafayette College, serving in the last year as instructor in chemical analysis.

In 1898 he became chemist for the Larkin Co., Buffalo, N. Y., in charge of the general laboratory and glycerine production and refining, relinquishing this position in 1905 on account of ill health. Later he was with other firms as chemist, glycerine expert and in research work.

From 1915 to 1922 Mr. Divine was with the Twitchell Process Co., Cincinnati, as chemist and technical manager. He is credited with having worked out the first practical economic method for the recovery and utilization of sulfonic acids from petroleum sulfonic sludge, which was a trade waste from the manufacture of white petroleum oils. He has numerous patents in this field.

For the last four years Mr. Divine was with Armour & Co. in technical research on soap, fats and oils, etc. He has a patent for the prevention of rancidity in soap.

Mr. Divine is a member of the Sub-Committee on Glycerine Analysis and of the Committee on Methods of Analysis and Specifications of Commercial Soaps and Soap Products of the American Chemical Society.



ROBERT E. DIVINE

Dr. B. H. Smith, chief chemist of the Virginia Dare Extract Co., Brooklyn, N. Y., sailed on the *Olympic* August 1 with Mrs. Smith and their daughter Sybil for a six weeks' trip to England, France and Scotland.

Dr. Smith is one of the most ardent golfers in the flavoring extract industry, and is taking his clubs along with him in order to maintain the records established by Bobby Jones, Jess Sweetser and other American experts who have been abroad this year.



DR. B. H. SMITH

E. Fullerton Cook, chairman of the U. S. P. Revision Committee, who is studying at the University of Bern, in a recent letter received at his home in Philadelphia, expressed himself as well pleased with the condition of things. However, he has had little idle time and that has been really given over to perfecting his knowledge of German. He remarked on the pride students at the University have, be-

cause of their University privileges and opportunities. He dwelt on the beauty of the lower passes of the Alps. "It is impossible," he said, "to lose the impression in viewing the scenery that it is not a painting."

Jones Brothers Tea Co. reports for the quarter ended July 3 a net profit of \$76,493, after all charges, equivalent, after allowing for regular dividend requirements on the 7 per cent preferred stock, to 10 cents a share earned on the 100,000 shares of no par common stock. This compares with a net profit of \$14,216, or 37 cents a share earned on the \$3,760,000 7 per cent preferred stock in the preceding quarter.

For the first six months the net profit totaled \$90,709, or \$2.41 a share earned on the preferred stock. In the previous year the company issued a statement for the period January 2 to June 27, 1925, showing a net profit of \$53,143, or \$1.41 a share on the preferred.

Andrey Boyadjieff, president of the Rosova Banka (Rose Bank), of Sofia and Kazanlik, Bulgaria, arrived on the *Majestic* July 14 and will remain several months.

In an interview Mr. Boyadjieff supplied interesting information about the rose industry in Bulgaria and commented upon the crops, past, present and future:

"Red and white roses, from which the otto of rose is produced, grow almost everywhere, but the most favorable climatical and soil condition for the roses is in Southern Bulgaria, over the hills and valleys of Stara Planina and Sredna Gora.

"Roses for production of otto grow also in France in the Department of the Alpes Maritimes, and Asiatic Turkey, but in these two sections the production of otto of rose is and has always been less than that in Bulgaria.

"Thanks to the otto of rose industry, Bulgaria has been in commercial ties almost with every European country since early before her liberation from the Turks, and the center of the rose culture, then the town of Kazanlik, where the first Bulgarian commercial houses were founded, was given the name of 'La Vallee de Roses' by foreigners who were able to go through Bulgaria before the country was established as an independent state.

"The size of the territory planted with rose bushes has depended mostly on the profit derived from one acre of rose bushes in comparison to one acre used for other products, mainly wheat crops (cereals), etc. In the year 1910 there were 71,000 acres of land used for rose plantations. Up to 1916 it reached the number of 87,500 acres and in 1921 this number decreased to 44,500, which in 1925 was again increased to 51,560.

Since from the year of 1916 until the year of 1921 the profit which an acre of land used for purposes other than growing roses was greater. It is easy to understand why the roses were replaced by other agricultural products, especially in the valleys where these other agricultural products could favorably grow.

"Comparing the profit derived from wheat crops and sugar



ANDREY BOYADJIEFF

cane, and roses, and take for example their prices before 1913, we come to the conclusion that the prices of wheat and sugar cane during the years of 1921-1925 have increased 41 27/100 per cent for wheat; 41 per cent and the price of the roses has not gone over 14 per cent while the price of living in Bulgaria has increased with more than 31 per cent.

"The roses, however, have one good factor: they generally are bought or contracted for in advance, for right now many of the rose growers have contracted to sell their 1927 crop.

"Before the World War, the rose growers were also the distillers or the producers of otto; since after the war, the production of otto has centered in the hands of merchants, and probably after four or five years there will be no distilleries maintained by the growers of roses.

"The chief market for Bulgarian otto of rose before the war was France and it was distributed through French perfumery dealers to America. After the war, however, the Bulgarian oil merchants have been exporting it here themselves and the chief Bulgarian firms are doing all possible to gain their own friends and steady purchasers.

"This year's crop is somewhat poorer than last year's, which was one of the poorest, but thanks to the favorable weather conditions, which is a main factor at the time of distillation, the production of otto is not less, but a little more than last year's. According to my knowledge the whole amount of otto produced this year in Bulgaria is about 1500 kilos."

The steady increase in the growth of V. Vivaudou, Inc., of New York, under its present management, is reflected in its financial statement for the half year ending June 30, 1926. The report for the six months shows a consolidated profit of \$776,544 after charges, but before Federal taxes, equal after allowing for dividends on the 7 per cent preferred stock to \$2 a share earned on 357,000 no par common shares. This compares with \$330,929 or 75 cents a share figured on the present share basis in the first half of 1925.

For three months ended June 30 the profit was \$306,668 before Federal tax, equivalent to 77 cents a share on the common against \$469,876 or \$1.23 a share in the preceding quarter and \$129,880 or 28 cents a share in the second quarter of 1925.

The *Fourth Estate* prints a long article regarding the recent phenomenal advances made by the company from which these extracts are made:

"* * * Then came a change of ownership. David A. Schulte, who by a study of the popular tastes and the use of much newspaper advertising had built up a great chain of cigar stores from one stand with which he started, acquired Vivaudou. He had plenty of experience, for he had taken over the conservative, old grocery house of Park & Tilford and made it over to serve a younger and bigger clientele.

"He put the details of the Vivaudou business into the hands of T. J. McHugh, formerly with George Borgfeldt & Co., importers of European novelties, where he had charge of toilet requisites. Mr. McHugh adjusted some vexing merchandising matters and then gave the job of making Mavis still better known to the Charles C. Green Advertising Agency, Inc. of New York city.

"The man in direct charge of the Vivaudou account there is David H. Lee, who has been identified largely with magazine advertising during his successful career. More

magazine advertising for Vivaudou, then, you say! Not a bit of it. The Agency and he recognized that Mavis, on account of its universal use, should have the strongest appeal through the newspapers. A large proportion of the appropriation was spent on the daily press in 1925, and still more figures in the 1926 budget."

The writer gives details of the Vivaudou advertising methods. As to mediums newspapers print 85.83 per cent, general magazines 10.53 per cent and trade journals about 3 per cent. The 85.83 allotment to the newspapers is divided as follows: Black and white, 36.83 per cent; colored announcements, 27.77 per cent; rotogravure, 21.23 per cent of the entire 100 per cent.

William Schilling, Jr., of L. A. Van Dyk, New York City, is spending the summer at Seaside, N. Y.

Announcement has been made recently of the marriage on June 19, 1926, of Clifford L. Iorns of St. Louis, Mo., to Miss Gladys Frances Widdicombe, also of St. Louis.



CLIFFORD L. IORNS

Mr. Iorns is well known to the consumers of essential oils, perfume and flavoring materials as the St. Louis and Southern representative of Ungerer & Co., of New York, with whom he has been connected for five years.

His many friends will join in wishing happiness to him and his bride. May the *essentials* of happiness oil his way through Life!

G. Barret Moxley, president of the Kiefer-Stewart Co., wholesale druggists, Indianapolis, and former president of the National Wholesale Druggists' Association, has returned home from a fishing trip to Canada which lasted for three weeks and yielded some fine catches.

Dr. Benno Jankel, of New York City, announces that he has resigned as president and assistant treasurer of Jankel, Inc., the same having taken effect immediately.

The Allied Drug & Chemical Corp., New York, who were established some eighteen years ago are represented in our advertising section this month with reference to private brand preparations made for the trade.

They are possibly best known as makers of Velogen, a skin emollient, and Interol, a mineral oil laxative. Their plant at 2413 Third avenue, New York City is well-equipped to make a full line of toilet preparations and cold process toilet soaps, and many of the clients they already have are well known throughout the industry.

The president of the company is Alfred Van Horn, formerly of the well known drug house of Van Horn & Sawtelle. Mr. Van Horn is known throughout the medical profession as the originator of catgut sutures in sealed tubes, thus insuring the delivery of these very necessary surgical aids to the operating room in an aseptic condition. During the war his firm put up more than twenty million sterilized dressings of all kinds for the Red Cross, and over sixty million packages of dressings for the army.

The Grant-Watkins Co., Inc., 50 Sudbury street, Boston, Mass., manufacturers of beauty products, is now in the hands of new directors, but old hands in the manufacturing business. The concern was founded in 1902 and was incorporated in 1915. It is one of the oldest beauty product manufacturing companies in New England having been located previously for some time in the centre of the barber supply and toilet goods manufacturing business.

Under the management of B. H. Kosack this firm rose to great heights and was looked upon as one of the largest and most promising firms in this field, having distribution in 38 states and headquarters and representation in all the larger cities. In November, 1924, Mr. Kosack died from heart failure in a brave effort to save the firm's books from a menacing fire.

Leo J. Cassie, who is now president and treasurer, is 35 years of age and is the son of Roger L. Cassie, who for a number of years was identified with the barber supply busi-

ness carrying its products. In most instances the order was filled direct, and to date repeat consumer orders have been pouring in. A number of customers have praised the products very highly, one in particular stated that the cocoa butter cream "is almost good enough to eat."

There is every indication that this young and ambitious group of men will place this concern in the same position that it enjoyed some time ago. The officers are highly optimistic and state that the company is adding new customers every day and orders are being received with letters of appreciation.

Park & Tilford, Inc., New York, reports for six months ended June 30, 1926, profit of \$177,582 after charges, but before Federal taxes, equivalent to 88c a share earned on 200,000 no par shares of stock. Profit for the June quarter was \$80,982, equal to 40c a share, and compares with \$96,600, or 48c a share in the preceding quarter.



JAMES J. O'MEARA
(GENERAL MANAGER)



LEO J. CASSIE
(PRESIDENT-TREASURER)



RALPH CASSIE
(VICE-PRESIDENT)

ness in Boston. Mr. Cassie has a number of friends in the trade and is taking charge of sales and distribution. He has a pleasing personality and this should add greatly to his success in placing his products on the market.

Ralph Cassie, vice-president, who is a brother of the president, is production manager and the firm's chemist. He is also well known among the trade and is equipped with excellent qualifications to fill this position.

James J. O'Meara, the general manager, also is a Boston man, 30 years of age, and has been with the company since graduating some five years ago from Boston University where he specialized in accountancy. He is quite capable of filling the position he now enjoys. While at Boston University he made the acquaintance of his partner, Leo J. Cassie.

All of the present officers received the bulk of their training under Mr. Kosack and it is their intention to manufacture products that were formerly made by Mr. Kosack. They are working from the old formulas and will manufacture massage, facial and cold creams, camphorated and mentholated creams, almond and cucumber lotions, hair tonics, shampoos, toilet waters of all kinds and will deal in violet and rose concrete and essential oils. The company specializes in a cocoa cream, which is especially adapted for sunburn and after shaving.

Despite the fact that the firm has been inactive for some months the correspondent was shown letters which have been received almost daily from customers in a number of distant States asking for the names of dealers that are

Bertrand Frères, Inc., New York City, has been incorporated in Delaware with a capital stock of \$100,000, to carry on the American branch of Bertrand Frères, of Grasse, France.

The following officers have been elected: President P. R. Dreyer; Vice-President, Emile Schlienger; Secretary and Treasurer, August Muller; Assistant Secretary and Treasurer, Orrin C. Isbell.

William S. Briefer has resigned as officer and director of the Merveille Puff & Cosmetic Co., Inc., New York City, according to an announcement made by Antoine Guasch, president of the company.

A large part of a valuable quantity of essential oils, stolen about July 6 from the Belgian Trading Co., 15 Moore street and 211 Water street, New York City, was recovered August 11 and the company believes that most of the remainder of this merchandise will be recovered when the alleged thieves, now under indictment, are brought to trial. The oils were stolen from the warehouse of the company although it is uncertain how the thieves secured entrance to the premises. The oils were recovered when certain oils purchased by the company were identified as a part of the merchandise which had previously been stolen from them.

Identification of the merchandise resulted in the arrest of three men, who were indicted in record time, the Grand Jury handing down the indictments on August 12. They are held in \$25,000 bail each awaiting trial.

A very important announcement is made in this issue by Richard M. Krause, 130 W. 42nd street, New York City, regarding a development made in his service to consumers of labels, seals, etc.

His American business is now associated with an old label plant in Meudon (Seine and Oise) near Paris, France, and Mr. Krause advises that his American patrons will now be served with labels and seals made in France. Due to lower costs of production there than in the United States there will be a considerable saving which will be passed on to perfumers.

Further details of this interesting announcement will be found in Mr. Krause's insert between pages 150 and 151.

Prior use of the "Hoop Skirt Girl" as its Trade-Mark enabled the Armand Co., Des Moines, Ia., to secure registration for it over the interferences filed by Dorothy Gray and Tre-Jur (Albert Mosheim). The acting examiner of interferences in the United States Patent Office, in making this decision June 5 said in part:

"The goods of all three of the parties involved in this proceeding fall within the class of cosmetics including face powders, talcum powders, creams for the skin, lip sticks, preparations for the hair and the like, and the feature common to the trademarks consists of a representation of a young woman attired in costume of an early period of which the hoopskirt is a characteristic feature.

"That the 'Armand Girl' has been variously used is apparent from the testimony and several exhibits filed on behalf of the Armand company. Each of the three exhibits represents a counter display and shows the 'Armand Girl' fastened to one end of a decorated block upon which is secured a box of Armand powder. Whether or not the association of the alleged trademark with merchandise so displayed was originally for the purpose of indicating the origin of the goods appears to be somewhat doubtful, but the examiner is very much of the opinion that purchasers of Armand products have learned to distinguish them from similar goods manufactured by others by the device it now claims as its trademark."

In opposition No. 5810, The Armand Company v. Marvin, the office was called upon to pass upon the same question, namely, whether the "Armand Girl" as used by one of the parties to this proceeding is capable of indicating the origin of the goods with which she has long been associated. The examiner of interferences in his decision dated June 12, 1925, upon this point stated as follows:

"*** Relative to the second ground, each of these exhibits is adapted to be placed upon the counter for display purposes, but the goods themselves are intimately associated therewith. The prospective purchaser has an abundant opportunity to associate the goods with the representation of a woman and so to rely on the latter to differentiate the goods from those of other traders. The Mark is therefore deemed to be 'affixed to the goods with the meaning of the Trademark Act.'"

Mosheim has brought a motion to dissolve this interference on the ground that there is no deceptive similarity between its trademark and that of Armand. It alleges that the features in common are generic. In the opinion of the examiner these contentions are not sound. The Marks involved in this proceeding are deemed similar within the meaning of Section 5, of the Act of February 20, 1905. The points of similarity are believed to so far outweigh the differences that confusion will necessarily result from their concurrent use by different parties. This motion is denied.

Howard L. Ross, president of J. Lesquendieu, Inc., New York City, is away on a two months' visit to Europe. Mrs. Ross is accompanying him.

The numerous friends of Dr. Caswell A. Mayo will be interested to learn that he has resumed the editorial chair of the *American Druggist*, of New York City, after an absence during which he was Dean of the New Jersey College of Pharmacy and of other colleges.

The New Jersey College of Pharmacy has granted Dr.

Mayo an extended leave of absence to do research and literary work and has placed him upon the roster as Dean Emeritus. In taking this action the trustees passed a most cordial minute of good wishes for him.

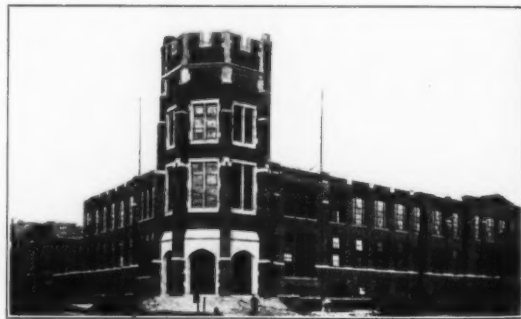
The college prospered under Dr. Mayo's administration and its newly completed building at Arlington, Belleville and Lincoln avenues, Newark, of which an illustration is given herewith, progressed during his term



CASWELL A. MAYO

toward occupancy. It is of brick, trimmed with gray stone and of scholastic architectural style. Besides a lecture hall capable of seating 400 students there is a large laboratory with space for 345 students and class rooms that can take care of 230 students. There are other rooms and features. The cost was \$200,000.

Dr. Mayo is a life member of the New York College of Pharmacy, has been a member of the American Phar-



NEW JERSEY COLLEGE OF PHARMACY

maceutical Association since 1892 and was its president in 1913-14. He is a member of numerous other pharmaceutical associations and has been a prolific author of scientific papers.

Warren Van Kirk, perfumer for the Klinker Mfg. Co., Cleveland, Ohio, passed through New York recently on his automobile vacation with Mrs. Van Kirk. They came East through Pittsburgh and after passing through New York toured New England and went home by way of Albany and Buffalo.

William S. Briefer has embarked in business for himself at 201 Fulton street, New York City, manufacturing cosmetics for the trade.

Numerous friends in the East will congratulate Mr. and Mrs. A. C. Lansing, of Peoria, Ill., on the arrival of John Arthur Lansing in their home on August 4.

Mr. Lansing formerly was Associate Conductor of our SOAP SECTION and was chemist for the Lightfoot Schultz Co., of Hoboken, before going to the Peoria plant of the Commercial Solvents Corporation, where he is chemist. Mr. Lansing is a member of the American Chemical Society, the New Jersey Chemical Society and an associate member of the American Institute of Chemistry.

One of the extremely interesting features of the recent International Rotary Convention, at Denver, Col., was the Larkin Drum Corps, which escorted the delegation from the Buffalo, N. Y., Rotary Club to the convention. All the way from Buffalo to Denver and back again the Drum Corps had a triumphal experience of attention and appreciation in the cities in which pauses were made.

Nothing just like the Larkin Drum Corps, which is pictured herewith in a martial array in front of the McKinley Monument in Buffalo, has so far developed in our industries.

The Larkin Girls Drum Corps was organized in January, 1919, and made its first appearance in a public parade in September of that year. At the start it consisted of bugles, fifes and drums. Later cymbals, tenor drums and cornets were added. In October, 1919, when Albert, King of the Belgians, and his party visited the Larkin plant the Drum Corps contributed to the ovation and in turn won the commendation of the royal visitor.

Since then The Girls' Drum Corps has been yearly in increasing demand for public events, those of last year including the following: Buffalo Chamber of Commerce Annual Banquet, American Bowling Congress, Buffalo Spring Horse Show, Girl Scouts Convention, International Rotary Convention at Cleveland, Christian Endeavor Convention and the American Legion Convention at Erie, Pa.

There are now forty Larkin girls in the Drum Corps, including Alice Gilman, the drum corps major. Louise C. Gerry, captain of the corps, is the Larkin director of personnel and much of the phenomenal success of the idea is due to her assiduous efforts.

Wheeling Stamping Co., Wheeling, W. Va., recently purchased the bulk of the equipment, tube presses and printing presses of the Bay State Collapsible Tube Co., of Leominster, Mass. The purchase was made by George K. Diller, New York City, Eastern representative for the company, who immediately shipped the machinery to the plant at Wheeling where it has been installed.

The company reports a record output for the month of July and that it has adopted the practice of making long distance shipments for two of its largest customers by motor truck. The company was founded by Archibald W. Paull in 1877 and twenty years later was reorganized with the following officers: President, James Paull; Secretary and Manager, Archibald W. Paull, Jr., Assistant

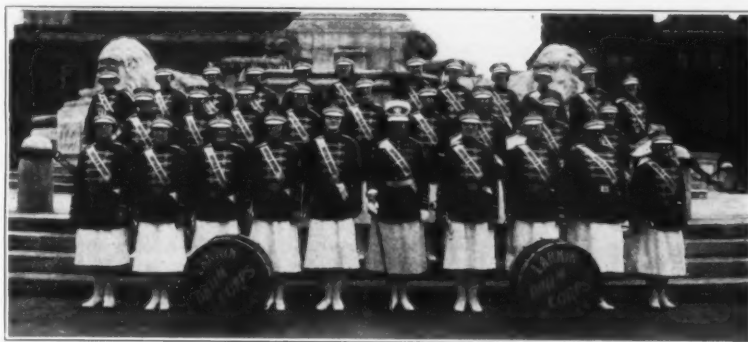
Secretary, James S. Paull; Treasurer, Irwin Paull, and Sales Manager, B. E. Stover, all of whom still hold office.

Mr. Diller has been connected with the company since 1909 following some years of experience in the collapsible tube business and other lines.

Sidney Picker, assistant general manager of Trece Laboratories, New York City, has returned from his vacation at Hague-on-Lake-George, N. Y., where for two weeks steadily he played 36 holes of golf daily.

The American Beauty Perfumers, 68 East 12th street, New York City, specialists in the manufacture of liquid nail polish and rouge, have taken into their organization Sol Gross, formerly representative of the Blue Bird, Inc.

Vanard, Inc., New York, toilet products, has placed its advertising account with the Bisberne Advertising Co., Chicago. Newspapers will be used.



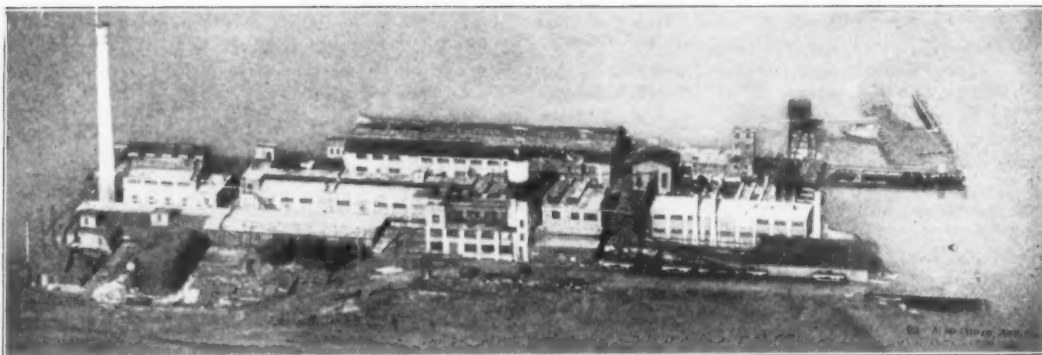
LARKIN GIRLS' FAMOUS DRUM CORPS, BUFFALO, N. Y.

A. L. van Ameringen, New York City, returned on the *Volendam* July 16 from a three months' business and pleasure trip abroad, which included visits to France, Germany, Austria, Switzerland, Holland and England. While abroad Mr. van Ameringen spent considerable time visiting chemical factories and laboratories in a search of new perfume bodies; and as soon as some present tests are concluded he hopes to have some interesting new products to announce.

Mr. van Ameringen was much impressed with the progress made by commercial aviation abroad and found the airplane service between England and France and between Holland and France not only rapid but dependable. Mrs. van Ameringen and their children, who accompanied him on the trip across will remain at Scheveningen, Holland, until the end of September.

Keller-Dorian Paper Co., Inc., New York City, resumes with this issue the publication of inserts showing samples of box coverings, especially suitable for the toilet preparations industry, which it imports from its parent company in Lyons, France.

Henry F. Copeland, of the White Oil Department of L. Sonneborn Sons, Inc., New York City, has returned from his vacation in Maine.



ADDITIONAL PROPERTY ACQUIRED BY THE U. S. INDUSTRIAL ALCOHOL CO., IN NEWARK, N. J.

United States Industrial Alcohol Co., through a subsidiary, has acquired all the property and assets of the New Jersey Alcohol & Chemical Corporation. This step follows the recent announcement that the United States Industrial Alcohol Co. has taken over its own distribution in the metropolitan and New Jersey districts. The subsidiary acquired is in actual operation and is situated on Newark Bay. According to the announcement, the acquisition will enable the company to economize in warehouse facilities and it also will result in substantial savings in freight which is paid on all alcohol shipped into this district from other producing points.

American Perfumery Co. moved into new and larger offices and laboratories at 85 and 87 Mercer street, New York City, August 1. The new quarters afford four times as much space as the former laboratories in Grand street, and are located on the first floor, adding much to the convenience of manufacturing and shipping. Ample space is also afforded for the display of the various creams and preparations which the company manufactures for the trade.

The Kemozone Corp., New York City, have begun on page 71 of this issue a series of announcements regarding Kemozone, a definite chemical body known as normal oxyquinolin sulfate, which is offered as a non-poisonous antiseptic, deodorant and preservative in toilet preparations of all kinds. We are advised that the corporation has consulted a number of cosmetic chemists of national reputation and their reports have been very favorable.

Circulars containing these reports will be available for distribution very shortly we are told.

The Spring Stopper Co., 165 Broadway, New York City, illustrates on advertising page 83 its new type of bottle with an inside screw stopper to give an air tight seal to toilet preparations and other products contained in the bottles. The bottles are manufactured by the Salem Glass Works under license from the Spring Stopper Co. patentee.

George E. Davis, formerly vice-president and chief chemist of the F. W. Fitch Co., Des Moines, Iowa, will have an interesting announcement in our next issue regarding a new sprinkler top for toilet water, lotions, hair tonics, etc.

A spectacular fire of unknown origin on July 26 virtually destroyed the building at 106 John street, New York City, which was occupied solely by the essential oil house of Pierre Lemoine, Inc. Loss is estimated at \$50,000. The loss included stocks of raw materials, both essential oils and chemicals and alcohol. The private formula book of the concern, which at first was believed to have been destroyed in the blaze, has since been recovered intact.

The fire started at about 1 P. M. on the fourth floor of the building and spread rapidly through this floor and to the adjoining floors. Several minor explosions, believed to have been alcohol and other inflammable supplies aided in spreading the flames. Early reports to the effect that the main alcohol supplies had exploded have been proven to be erroneous. This was stored in steel tanks in the basement and escaped the flames.

The company has secured space at 96 John street where offices and laboratories are being maintained for the time being. It has also succeeded in clearing the ground floor and the second floor of the wrecked plant and is utilizing these as space for additional storage and manufacturing purposes. Naturally, deliveries of its product were tied up for a short period on account of the destruction of most of the stocks of finished materials but rapid progress is being made in manufacture and additional laboratory assistance has been secured to bring stocks back to normal and to provide for urgent deliveries of merchandise.

Pierre Lemoine, Inc., acts as American agent for Cavalier Frères, of Grasse, and in addition handles considerable business on its own account in this country. While the destruction of its stocks in the fire is a lamentable occurrence, the company is rapidly recovering ground and the loss will have no permanent effect upon its future.

The annual outing of the Trece Laboratories, New York City, was held July 17 when an excursion steamer was chartered to take the party of about 150 to Grassy Point on the Hudson where the day was spent in athletic contests, swimming, boating and dancing. Light refreshments were served on the boat and on the return home impromptu resolutions of thanks for a most enjoyable time were passed by the merry-makers, not only to the Laboratories whose generosity made the affair possible but also to the committee composed of Sidney Picker, Louis Sasmor, David Schlesinger and Miss Helen Selkowitz who arranged it.

CHICAGO TRADE NOTES

Edmund Burke, of the Philippine Mfg. Co., Manila, soap manufacturers, was a business visitor in Chicago last month.

The Rex Waddell Soap Co. has opened offices at 444 West Grand avenue and will also carry stock at that headquarters.

Morris H. Cohen, R. Nidetz and M. Euwema have organized the Adler Drug Co. with offices at 7656 Paulina avenue and a capital stock of \$15,000 to deal in cosmetics, drugs and other merchandise.

M. J. Dorey, of the Chicago Perfume Co., is preparing a fine specialty box for the trade and reports much interest in the novel box that the company is putting out.

Elmer J. Featherstone, G. A. Miller and Henry L. Baker have organized the Kilbourn Drug Co. with headquarters at 4458 West Madison street and will buy and sell cosmetics, drugs and other merchandise.

Many of the Chicago department stores and chain drug stores are featuring cut prices on well known brands of perfumes and cosmetics as leaders to draw trade to their stores on other items sold by their drug departments.

White & Kleppinger Co., 2305 West Archer avenue, Chicago, are featuring a handy soap dispenser to their trade and say it will increase the lotion trade of their customers who sell to the house-to-house trade.

Jesse H. Wilson of the Fuller Morrison Company, Frederic O. Mason and John J. Grealis, Jr., have organized Jarnac et Cie with offices at 156 North Clinton street to manufacture a line of cosmetic preparations under that trademark for the trade.

W. A. Dorre, manufacturer of ViDor Perfumes and other toilet preparations, has moved his factory to the second floor of 59 West Austin avenue.

The Hollywood Service Co., manufacturer of cosmetics at Hollywood, Calif., has opened a Chicago office at 444 West Grand avenue under the management of V. E. Meadows.

H. E. Rhode, Chicago State street drug and perfume man, has returned to his headquarters in the Republic Building after being laid up for some time with serious injuries.

Arthur Peck, Chicago manager of Richard Hudnut, writes friends from France and Spain where he is now on a long tour about the beauties of the trip he is making thru the countries across the pond.

E. W. Sargent, manager for Lever Brothers in Chicago, has been made a director of the Chicago Specialty Men's Club.

S. M. Edison, Dr. I. A. Edison and R. R. Simon have organized the Broadway-Halsted Co. with a capital stock of \$10,000 to manufacture and deal in drugs, cosmetics and chemicals with offices at 3856 Broadway, Chicago.

The Boyer Chemical Laboratory Co., Inc., has leased the entire building at 2700 South Wabash avenue for a period of fifteen years, according to Mark Levy & Bro. for a term rental of \$240,000. Alden S. Boyer, president of the company, and C. J. Schneider, secretary of the organization, handled the transaction for the Boyer Company.

W. H. Huttera, of the Armstrong Cork Co.'s Chicago offices, reports that the business of the company in his territory is about 10 per cent ahead of the same period last year.

Early in August a sort of family re-union was seen at the Neumann-Buslee & Wolfe Co., Chicago, due to the return at his desk by J. E. Wolfe who had been absent for two months through illness which kept him at home and in bed. He has responded very nicely to the rest cure and made a fine recovery. He will soon resume his activities in covering his territory.

John Buslee and his wife while en route to Big Spider Lake, Wisconsin, met with an automobile accident which



J. E. WOLFE, JOHN BUSLEE AND J. H. NEUMANN

not only spoiled their well laid plans for landing a record size "musky," but put him to bed for three weeks with a badly bruised limb. Mrs. Buslee fortunately did not suffer any serious injury.

Mr. Neumann having carried the responsibilities for all this time is now motoring in Northern Michigan and no doubt will land the prize fish for this season.

W. W. DeFrees, of Antoine Chiris Co., of New York, has returned to Chicago from an extended business trip through the central states and reports business as quiet, but with the outlook better for the autumn months.

Charles A. Rindell, president of Chas. A. Rindell, Inc., Chicago, has returned from a vacation trip to Wisconsin with his family.

Charles A. Tome, vice president of the Bond Mfg. Co. of Wilmington, Del., was a business visitor in the Chicago market last month.

The To-To Products Co., manufacturers of toilet goods, have moved their factory from 702 East 45th street to 2964 Ellis avenue, Chicago. R. E. Nicholas is manager.

Buck & Rayner, pioneer loop druggists, who have featured perfumes and cosmetics for years in their display windows and advertising, celebrated their 68th anniversary last month with a huge sale in all departments of their big stores and gave away with each \$1 purchase a birthday bag that had several cosmetic brands included in the gift.

It is reported that the James S. Kirk Co. will abandon its old soap factory at Michigan boulevard and Chicago river next year and that plans are being made for a huge office building on the site, which is one of the most valuable in the city. It is expected that work on a million dollar addition to the Kirk plant in West North avenue and the River will start early next year and when completed, the company will be able to transfer the work of the old factory to the new addition. E. G. Holloway, president of the company, says that the plans are still in the making.

C. S. Wilson has resigned from the Abbott Laboratories and has joined the Wilson Co. as vice president in charge of sales. Dr. David Klein has been made president of the Wilson Co.

P. R. Dreyer, of New York, was in Chicago last month, making his headquarters with his Western representative, the W. H. Schutte Co., Inc., 33 West Illinois street. Mr. Schutte has enlarged his offices to take care of his increasing trade.

The employees of John Blocki, Inc., who work on the second floor of the company's factory at 1349 South State street, were fortunate to escape injury when bullets fired by the police in chasing burglars in that neighborhood crashed through the windows.

Louis J. Freundt, of the American Can Co., has returned from an extended trip to the west coast and his many friends in the trade are glad to see him back on the job again.

Word has been received in the Chicago market that the Commercial Solvents Corporation will start construction of a new plant at Peoria, Ill., on seventeen acres of land recently acquired from the Rock Island Railroad in that city.

Edgar M. Queeny, of the Monsanto Chemical Works, was in the Chicago market last month on his way east and spent a short time with Manager Filmer of the Chicago offices of the company.

At the last meeting of the Chicago Perfume, Soap & Extract Association, about 25 members were on hand for the semi-monthly dinner and a general discussion of business conditions was the chief subject.

John F. Keenan, Edwin A. Sippell and Lloyd E. Battles have organized Trichons, Inc., with offices at 220 South State street, Chicago, with a capital stock of \$25,000 to manufacture toilet articles and other preparations.

Word has been received in Chicago of a fire in the plant of W. T. Rawleigh & Co., Freeport, Ills. The fire did not interfere with the operation of the business.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

SCIENTIFIC FOUNDATIONS OF BUSINESS ADMINISTRATION; No. 4 of the "Human Relations Series," edited by Henry C. Metcalf. Octavo, 5 x 8 inches; cloth covers, 341 pages. William & Wilkins Co., Baltimore, Price, \$5.

This volume is a serious and constructive attempt to analyze the philosophical, biological, economic, psychological foundations of business administration and its basic administrative principles; and to apply them to practical business affairs. It is a symposium of studies of the subject by real experts and is the outcome of a series of twenty-four conferences on the scientific foundations of business administration held in the winter of 1924-25 under the auspices of the Bureau of Personnel Administration. There are six divisions, with an ample and timely introduction by Henry C. Metcalf, the editor:

The Philosophic Foundations: Dr. H. A. Overstreet analyzes the meaning of the term and discusses the formulation of an adequate business policy.

The Biological Foundations: Dr. O. W. Caldwell treats of the prolonged learning period in man and of the control of humanity's inheritance.

The Economic Foundations: Dr. Thomas Nixon Carver discusses the genesis of his subject and amplifies its development, including the condition of large scale production, the capitalistic system and how workers can become the owners of capital.

The Psychological Foundations: Miss M. P. Follett emphasizes the need of revising the old interpretation of industrial conflict in the efforts to better human relations. She treats of the giving of orders, business as an integrative unity and the development of moral power.

Basic Principles of Administration and of Management: Dr. Harlow S. Person in an able and partly historical survey of his subject discusses major problems as well as principles, pointing out the main roads for many who are today seeking their way through the industrial maze. Scientific phases receive due attention.

Practical Applications of Scientific Principles to Business Management: Henry S. Dennison outlines in very interesting style the experiences of the Dennison Manufacturing Co. in surveying the relations of employers and employees. Mr. Dennison's contribution to the symposium is of the utmost value, as will be appreciated by our readers who are familiar with the practical, helpful and cordial association of interests which he has brought about in conducting his plant, information regarding which has been printed in previous issues of our journal.

Mr. Dennison challenges "the business men of America by their faith to make possible and by their devoted efforts to make true the elevation of business management into a great profession." Moreover he not only gives his views, but supplies facts in his analysis of ideas and theories in setting forth his experiences in promoting the progress of making the economic and social values of human efforts and activities mutual.

One of Mr. Dennison's numerous points, all of which cannot be enumerated in this review, is that industrial work can "become an absolutely satisfying and joyous part of

life . . . not by technique alone . . . but, and only, by keeping high and powerful in the aggregate of business motives the component motive of service. To advance the human relationships of commerce and industry to higher levels, technique and motive must pull along shoulder to shoulder."

U. S. DISPENSATORY, 21st Edition. Horatio C. Wood, Jr., M. D., and Charles H. LaWall, Ph.M., D.Sc., Phar. D. Quarto 7 x 10½ inches; 1,792 pages. Brown buckram covers. J. B. Lippincott Co., 1926. Price \$15.00.

This edition has been thoroughly revised and largely rewritten, and is based on the Tenth Revision of the U. S. Pharmacopoeia, National Formulary, 5th Edition, and the British Pharmacopoeia of 1914. Both editors are members of the Revision Committee of the U. S. Pharmacopoeia, and have been assisted by Heber W. Youngken, Ph.M., Ph.D. and John F. Anderson, M.D., who are also members of the Revision Committee of the U. S. Pharmacopoeia, and Ivor Griffith, Ph.M.

The same general arrangement and the three main divisions which have been followed in the past have again been used, and the alphabetical arrangement of the contents has also been followed.

Part I contains the drugs of the U. S. Pharmacopoeia and National Formulary, Part II contains unofficial drugs not recognized by the United States or British Pharmacopoeias, and Part III contains those matters included in the "General Tests, Processes and Apparatus" of the U. S. Pharmacopoeia and the "Appendix" of the British Pharmacopoeia.

The contents of the book follow: Abbreviations; Food and Drugs Act; Harrison Narcotic Act; Official Drugs; Unofficial Drugs and Chemicals; General Tests, Processes, etc. of the U. S. P.; Appendix of the British Pharmacopoeia; Preparations of the National Formulary; General Index.

REMINGTON'S PRACTICE OF PHARMACY, 7th Edition. E. Fullerton Cook, P.D., Ph.M., and Charles H. LaWall, Ph.M., Pharm.D., Sc.D., Sc.D., F.R.S.A. Octavo 6½ x 9½ inches; 2,090 pages, 805 illustrations; brown buckram covers. J. B. Lippincott Co., 1926. Price \$10.

This work aims to treat on improved pharmaceutical apparatus, revised processes and recently introduced preparations. It is divided into seventeen parts, and a good idea of the scope of the work may be had from an examination of the following chapter headings:

History, Pharmacopoeias, Formularies and other Standard Books; Technical Operations in Pharmacy; Galenical and Other Pharmaceutical Preparations; Inorganic Chemical Compounds; Organic Chemistry and Organic Chemical Substances; Perfumery and Cosmetics; the Responsibility of the Pharmacist Under The Law; The Business Requirements of Pharmacy; The Pharmacist as an Analyst; The Manufacturing Pharmacist; The Professional and Prescription Pharmacist Homeopathic Pharmacy; The Pharmacist in Community Health Service; Biological Products; Toxicology and Antidotes; A. Laboratory Course in Manufacturing Pharmacy and Dispensing; and Glossary.

CAN WE COMPETE ABROAD? C. C. Martin. National Foreign Trade Council. New York City. Octavo 5½ x 8 inches; 155 pages. Paper covers. 1926.

In this book, the author attempts to present a narrative of actual experience and practice in the technique of foreign

trade without technical or economic comment. An idea of the contents of the book may be had from the following chapter headings: Statement of the Problem; The Statistical Story; Examples of Competition and Influencing Factors; Testimony from the Other Side; The Testimony is Corroborated; Sales Factors Usually Ignored; Evidence of Progress; Our Money Goes Abroad; Our Pioneering Engineers; Examples of Actual Practice; Items from the Ledger; The Trend of Manufacturing Costs; Export and Import Trade; A forecast.

ASSURING BUSINESS PROFITS. James H. Rand, Jr. Octavo 5 x 8 inches; 245 pages. Blue cloth covers. B. C. Forbes Pub. Co., New York. 1926. Price \$2.50.

The author, according to the introduction by B. C. Forbes, is a man under 40 years of age who has built up a business of notable size and success within a period of ten years. The volume seems to have been written to experienced business men by a newcomer in the field of business rather than by a seasoned executive to young men who wish to get ahead. In developing his thesis, Mr. Rand endeavors to search for a fundamental law bearing on each problem and having found it, he shows how to apply it.

An idea of the scope of the book may be had from the following chapter headings: The Straight Line to Business Success; The Manager's Job; Insuring Business Profits; Developing Human Assets; Planned Purchasing; Reducing the Cost to Make; Developing Distribution; Getting New Customers Without Losing Old Ones; Collecting Your Profits; Judging the Business Currents; Putting Your Dollars to Work; and Creating Your Estate.

YEAR BOOK, 1925, AMERICAN CHAMBER OF COMMERCE IN ITALY, published June, 1926; free to members and regular correspondents; 190 pages; 20 lire in Italy, \$1 in other countries, including postage; via Bocchetto 3, Milan, Italy.

This is the eleventh year book of the American Chamber of Commerce in Italy and the reports in it review the work done in promoting trade relations between Italy and the United States. The increase in membership and in effectiveness has been slow, steady and satisfactory. The lists of members, etc., are corrected to June 1, 1926. The Year Book has expanded since the previous issue and is growing more interesting to mention firms seeking business in Italy.

NEW PUBLICATIONS, PRICE LISTS, ETC.

ILLINOIS GLASS CO., Alton, Ill., has just issued new general catalogue "B" of "Diamond I" products, including bottles of every description. In a general way it is devoted to "Diamond I" bottles, corks, labels, folding cartons, wood and corrugated reshipping cases, corrugated fibre products, bottling and packaging machinery and chemical glassware. Catalogue "B" is a finely printed book of 312 pages, bound in cloth, 7½ x 10½. An interesting feature is that this really handsome production was the work of the Carton and Label Division of the company. It is profusely illustrated with pictures of the company's numerous plants and branches, as well as with illustrations of the products of the various factories. A general classified index is a valuable feature. The catalogue surely is an exceptionally complete presentation of many of the products of the Illinois Glass Co., although it only professes to cover the principal items.

(Continued on Page 347)

IN MEMORIAM FOR DEPARTED FRIENDS

- AARON, EMIL, soaps, retired, New York, August, 1912.
- BISCHOFF, MICHAEL, pioneer soap manufacturer, Zanesville, Ohio, August, 1919.
- BROWN, DAVID SEYMOUR, retired soap manufacturer, New York City, August, 1915.
- BRUCK, FREDERICK WILLIAM, soap manufacturer, Pittsburgh, Pa., August, 1917.
- BURTON, WASHINGTON, president of W. Burton & Co., Inc., flavoring extracts, New York, August, 1918.
- FRTZSCHE, HERMAN T., of Fritzsche Brothers, New York, August, 1906.
- GOLD, SOLOMON, retired soap manufacturer, Schenectady, N. Y., August, 1916.
- HOTCHKISS, CALVIN, president H. G. Hotchkiss Essential Oil Co., Lyons, N. Y., August, 1925.
- ISERMANN, MRS. FANNIE, mother of Samuel and Max Isermann, New York, August, 1920.
- JOHNSON, CALIB E., president Palmolive Co., Milwaukee and Chicago, at Easthampton, L. I., August, 1924.
- KELLY, DR. H. S., soaps and toilet specialties, West Dennis, Mass., August, 1912.
- KERKSLAGER, MILTON W., soap manufacturer, Philadelphia, August, 1913.
- PEET, JESSE, soap manufacturer, one of the founders of Peet Bros., Kansas City, Mo., August, 1917.
- ROBESON, WILLIAM B., of Antoine Chiris Co., New York, August, 1908.
- ROSS, FRANK A., long treasurer Flavoring Extract Manufacturers' Association, Melrose, Mass., August, 1922.
- SCHLIENGER, HUBERT, Bertrand Frères, Grasse, France, August, 1910.
- SCOTT, WILLIAM, president of the Kiefer-Stewart Drug Co., Indianapolis, Ind., August, 1922.
- SHELDON, NICHOLAS, soaps, Providence, Rhode Island, August, 1911.
- TETLOW, JOSEPH, perfumery, Philadelphia, August, 1911.
- UNGERER, WILLIAM PHILIP, founder of Ungerer & Co., New York, August, 1907.
- WILLIAMS, AARON W. C., Williams Soap Co., Hartford, Conn., August, 1910.

Edward Allen Olds

Edward Allen Olds, for 53 years head of the Packer Manufacturing Co., makers of Packer's Tar Soap, died in New York City on July 30, 1926. Mr. Olds was born in Lockport, N. Y., in 1844. He came from old English stock which settled in Connecticut as early as 1666. He was the son of Martin and Lavilla (Stoughton) Olds. Early in life, his family moved to Medina, N. Y., and Mr. Olds received his education in the Medina Academy. As a young man he enlisted in the 17th New York Battery, Field Artillery, and served with this unit throughout the Civil War, taking part in various battles and being present at the surrender of General Lee at Appomattox.

After his discharge from the army he made New York City and Brooklyn his home, having made a connection with John F. Henry & Co., wholesale druggists, as a buyer of sundries and imported lines. In November, 1872, he purchased a half interest in the tar soap business of Daniel

E. Packer of Mystic, Conn., but continued with the Henry organization until 1873 when he left to take active charge of his new business. A few years later he purchased the remaining interest of Mr. Packer and assumed complete control. Mr. Packer, however, remained with the organization and in charge of manufacturing until his death about 23 years ago.

Mr. Olds married Miss Ella Knapp, of New York, in 1874. Mrs. Olds, two sons and a daughter survive. While definite plans have not been shaped, the control of the company will remain in the hands of the family. Mr. Olds was a member of the Union League Club, New York, and of the Laurentian Club, Shawinigan Club and Commodore Club all of the Province of Quebec, Canada.

Always a believer in advertising, it is interesting to note that with few exceptions, the business which he controlled has never employed salesmen. Its trade and good will have been built upon publicity alone. An ardent, out-of-doors enthusiast, Mr. Olds spent much of his time in fishing for trout and salmon and enjoying the beauties of the Northern woods at all seasons.

William H. Hatfield

William Henry Hatfield, who retired two years ago after fifty years service with Colgate & Co., died July 11 in San Francisco at the age of 74 years. He is survived by his wife, the former Miss Frederica Davis of Poughkeepsie, now of San Francisco, and two sons, Frederick D., of Los Angeles, Cal., and William H., Jr., of New York.

Mr. Hatfield assumed charge of the Colgate Chicago office in 1900, supervising the fourteen western states in that territory. When he completed his half century of service he retired. Previous to his retirement he managed the national advertising of the company and planned the missionary work of introducing new products. Once he journeyed 475 miles by stage coach over rough mountain roads to get a good customer. One of his prized possessions was a diamond service pin given to him by Colgate & Co.

NEW INCORPORATIONS

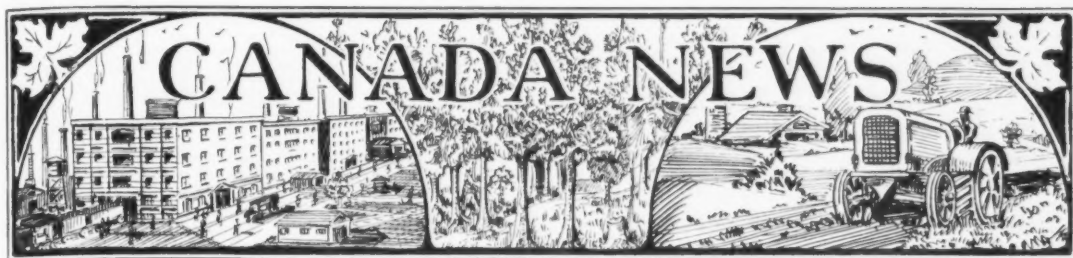
NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first-class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Articles of incorporation of Colgate & Co. of Brazil Ltd. were filed with the County Clerk at Jersey City, July 28. The concern will manufacture soaps, perfumery and toilet articles. The capital is placed at \$25,000 divided into 250 shares of a par value of \$100. The incorporators were Gilbert Colgate of East Jewett, Green County, New York; Sidney M. Colgate of 491 South Centre street, Orange; Austen Colgate of 491 South Centre street, Orange; Russell Colgate of Llewellyn Park, West Orange, and Henry A. Colgate of New Vernon, N. J., who each hold two shares.

Jav-O Water Corp., Jamaica, Queen County, N. Y., washing compounds and soaps, \$10,000; A. Bernard, W. H. Walters. (Filed by M. Willette, Jamaica.)

Bergundy Perfumery, Manhattan Borough, New York City, \$10,000; R. E. McMahon, G. F. Haas. (Filed by W. McMahon, 127 West 67th street.)

American Toilet and Manufacturing Co., Cincinnati, O., \$50,000; Karl Holzmueller, E. Boyd, C. A. Cunningham, George C. Beck and Anthony Buschmiller.



MONTREAL

MONTREAL, August 14.—Business is quite satisfactory, according to all reports heard among the perfumery, essential oil and toilet goods men around town. Some of the leaders in the business are on holiday in the country, others are just coming back from holidays.

The outstanding event of the month is the annual convention here of the Canadian Pharmaceutical Association. The convention opened on August 10, under the chairmanship of Dr. R. E. Harrison, of Lamonte, Alta., and with some 200 delegates present from all parts of Canada.

G. A. Lapointe, of Montreal, president of the Quebec provincial section, was chairman of the convention committee.

Sir William Glyn Jones of London, England, put before the association a proposal whereby the druggists are asked to ratify an agreement as to a minimum price for about 1,000 articles usually sold over the drug-store counter. The general expectation was that the convention would ratify the agreement, as being a step toward ending the present era of price-cutting by drug stores.

Dr. R. B. Stanbury, secretary, in his report urged that war be declared on the peddler who sold proprietary articles, toilet preparations, drugs and remedies from door to door. Such peddlers, he urged, were a menace to public health.

The annual report of Standard Chemical Co., Ltd., shows an improvement over the record a year ago, showing only \$73,580 of net loss for the year, as compared with \$270,479 of loss the previous year. The total deficit now stands at \$930,484.94. In his remarks to shareholders, the president, W. M. Davies, refers to the difficulty of meeting the competition of synthetic alcohol, particularly in England.

Hugh Allan, director of Canadian Industrial Alcohol, Ltd., suffered bereavement toward the end of July, by the death of his wife in England. The remains of Mrs. Allan were brought to Montreal for interment.

Henry Miles, of Leeming, Miles & Co., Ltd., is in Old Orchard on vacation.

Victor Malo, a Montreal chemist, was drowned in Lake of Two Mountains, near Oka, Que., while swimming on July 21.

Dr. R. E. Harrison, president of the Canadian Pharmaceutical Association, stated while in Montreal that the drug store business all over Canada was more prosperous this year than it had been at any time since the war.

TORONTO

TORONTO, August 14.—Business conditions are gradually improving throughout the Dominion. Trade statistics gathered by the Department at Ottawa tend to show that at the present time Canada is in a better position than other countries in the world. That is to say, the individual wealth of the inhabitants of the Dominion ranks higher than for any other country.

Frank Hutchison, Canadian manager of the Andrew Jergens Co., Perth, Ont., has returned home after one of his periodical visits to the head office at Cincinnati. Mr. Hutchison stopped off for a few hours on his way through Toronto.

The many friends of W. E. Burns, who forsook the essential oil business for real estate in Florida, are pleased to hear of his continued success. Latest reports say that he is helping put up a big hotel at New Port Richey.

Jim McKnight, of Geo. Lueder & Co., New York City, paid a flying visit to Toronto recently.

Gordon Tamblin, president of the G. Tamblin drug store chain here, is spending his vacation at his summer home on the shore of Georgian Bay.

W. F. Corson, vice-president of Rolph R. Corson, Ltd., Toronto, recently returned from a business motoring trip to Detroit. He went via Windsor and returned by way of Sarnia.

Harry Garlick, manager of Canadian Boncilla Co., always a participant in the various gold tournaments around Toronto, laid off his game to help some of the contestants by caddying, following which he undertook to break into African golf, defeating everything in sight and carrying off first prize.

Rolph R. Corson, Toronto, is spending the week with his son in camp at Balsam Lake. This is father and son week in the camp—all the boys inviting their fathers as guests. Mr. Corson anticipated some fair fishing.

The Toronto papers recently commented on the fact that Mrs. J. R. Kennedy (wife of the manager of the toilet goods department of the United Drug Co.) was very successful at the Annual Show of the Rose Society of Ontario, held in the King Edward Hotel, Toronto, on July 6. In almost every class there were from six to thirty entries and the competition was very keen. Mrs. Kennedy was successful in winning the Ellis Challenge Trophy for a

basket of roses, any size; also first prize for the best six roses, hybrids; and first prize for the best three roses, hybrids. She won as well second prize for the best specimen bloom, and third prize for a small basket of roses.

Five beautiful Doberman-Pinscher puppies have arrived at Mrs. Kennedy's home. So in addition to roses Mrs. Kennedy is quite a dog fancier. She has now eleven of these very popular dogs. Just recent one was shipped to Edmonton, Alta., and two were sold to Toronto customers.

The four directors of the United Drug Co., Ltd., Toronto, —General Manager McCoubrey; Geo. Evans, analytical chemist; Geo. Wilson, sales manager; and J. R. Kennedy, manager of the toilet goods department—who went east last month to hold conferences with their agents, have returned to Toronto and speak highly of a very successful trip. The 'quartette' covered thirteen towns with their meetings, speaking to nearly 70 per cent of their agents in Quebec and the Maritimes.

M. R. Dormitzer of the Melba Mfg. Co., Chicago, while recently in Toronto, made arrangements for showing their complete lines, made in Canada, at the Canadian National Exhibition, to be held next month in this city. Melba will exhibit in the Manufacturers' Building, having secured a much better location than last year.

Fred. McBrien has been promoted to the supervision of the Toronto plant of the Melba Co. Mr. McBrien has had his training with this company and will look after the factory production end.

Mr. Campbell, of Hudnut's, was presented with a new son during the month just passed. That makes for this happy father a family of seven—four boys and three girls. The Campbell family are at their summer home at Lake Scugog, and recently were visited by Mr. Campbell's parents, who motored from their home in Lowell, Mass., and returned in a Ford.

All the local perfume plants are busy with Christmas orders. The sales staffs are back on their job, and the display men are busy arranging for exhibits at the coming Toronto Exposition.

Fred. Bryan, lately chemist with McColl Brothers, oil refiners, Toronto, has opened a retail drug store at 3308 Yonge street, Toronto.

P. T. Thomas, western representative of the Palmolive Co., says business conditions in the west were "never better."

One of the oldest employees of the National Drug Co., is Mr. Dixon, who is now in charge of the manufacturing end of the business at Montreal headquarters. He does not forget Ontario, however, and spends his vacation in this province every summer, down in the vicinity of Perth. This year he caught the record black bass for his district and was the recipient of many congratulations at his fishing club.

Weight Limit of British Parcel Post Increased

The British Post Office will now accept parcels weighing up to 22 pounds to be sent by parcel post to the dominions and certain foreign countries, according to advices to the Department of Commerce from Acting Commercial Attache Hugh D. Butler at London.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

- 262,323, Container, Charles Hinde, Los Angeles, Calif.
- 262,327, Brush, Victor A. Johnson, Hartland, Wis.
- 262,438 to 262,449, inclusive, Container and Closure, Master Package Corporation, Owen, assignee of Edwin F. Hulbert, Milwaukee, both in Wisconsin.
- 262,452, Gummed Paper, McLaurin-Jones Co. assignee of William W. McLaurin, both of Brookfield, Mass.
- 262,516, Liquid Container, Lyman Ormiston Buist, Toronto.
- 262,525, Toothbrush, Marcus P. Exline, Dallas, Texas.
- 262,594, Container Cap, American Machine Foundry Co., assignee of Sydney I. Prescott, both of New York City.
- 262,861, Bottle Closure, Carlos Benetti, Barcelona, Spain.
- 262,902, Container, Arthur Katziner, Chicago.
- 262,930, Artificial Resin, August Regal, Brno, Czechoslovakia.
- 262,960, Soap Holder, Walter Enoch, Worcester, Mass.
- 263,046, Hair Deodorizing Method, Tanners Products Co. assignee of Alfred H. Gallagher, both of Chicago.
- 263,048, Vanity Case, V. Vivaudou, Inc., New York City assignee of Henry Charles Karlson, Hasbrouck Heights, N. J.

TRADE-MARKS REGISTERED IN CANADA

- "Salon Elysée" surmounted by the representation of a lady's head enclosed in a frame: hair goods and accessories, hairdressing articles and toilet articles and preparations. T. Eaton Co. Ltd., Montreal, Canada.
- "Calumet," toilet and laundry soaps in solid, liquid, chip and powdered form. Palmolive Co. of Canada, Ltd., Montreal.
- "Pirate" and the representation of a man in the costume of a buccaneer; cleanser in powder form. Pirate Corporation, Portland, Oregon.
- "Lytia," perfumery, including toilet articles, preparations for the teeth and hair, and perfumed soap. Parfumerie Delafine, Ltd., 6 Ridgmount street, Bedford Square, London, W. C. 1, Eng.
- "X-It," property medicine for treatment of pyrohea, toothache, disinfectant and deodorant. X-It Laboratories, Inc., New York, N. Y.
- "J E L" in monogram form; hair tonics. James Everett Leard, Saint John, New Brunswick.
- "Mar-Vella," rouge, liquid powder, sunburn lotion, face bleach, anti-chap lotion, etc., but not including beauty clay. Agnes C. Graves, Milwaukee, Wis.
- "Paragon," hair dyes, cosmetics and toilet preparations. Paragon Laboratories, Inc., Newark, N. J.
- "Peroxyn," chemical substances prepared for use in medicine and pharmacy and perfumery, toilet articles, dentifrices, etc. E. T. Pearson & Co., Ltd., 35 Gordon Sq., London, W. C. 1 and London Road, Mitcham, County of Surrey, England.
- "Odonta," tooth preparations, dental cream, liquid, powder and soap. Karlsruher Parfumerie & Toiletseifen-Fabrik F. Wolff & Son, Gesellschaft mit beschränkter Haftung, Durlacher Allee 31, Karlsruhe, Baden, Germany.
- "Exki," placed in the center of a lozenge around which are the words "Compagnie des Produits Montreal," perfumery and toilet preparations Compagnie Des Produits Exki, Montreal.

TRADE MARKS

 165,537 LA CORNELIE FLEUR	 206,993 POMEROY MA 15,913	 215,871 RIGHT-O 214,350 DE CARTERS MA 15,677	 214,350 Marvo Marie Antoinette 222,617	 214,470 L'ISLE 217,595	 214,556 BEVERLY MA 15,821 J. LESQUENDIEU MA 15,885	 214,556 569 MOORISH MA 15,677	 214,556 PARIS MA 15,677 CARTI MA 15,718 AROMA MA 15,718
 215,985 PAR-NO-CO	 215,940 WORTH OF PARIS MA 15,940	 220,312 Voss HAIR MEDICINE MA 15,952	 230,477 No Roma LE PARFUM SOLIDE 230,346	 226,415 SALAX 227,900	 231,441 Trini Coudrai-ROSEAU 231,489	 231,753 PEAUBELLE HEATHER 231,780	 225,183 Jermol HY-OR MOUTH WASH 226,517
 230,872 WHITE MYSTERY 231,374	 231,659 FASCINATION 231,659	 231,660 DAVIDS 231,497	 231,019 LY-LOSS The LYELESS SOAP 231,019	 230,149 ALAMONT 231,144	 231,299 Old Faithful 231,299	 232,136 Spring Flowers 232,136	 232,249 DENTAZONE 232,249
 234,050 Phenitrol	 234,151 ESS-O-ESS 234,151	 234,151 WILLOWDOWN 234,151	 231,108 SUNSPOT 231,108	 231,299 PEARL DENTUR 231,299	 232,136 NARCISSE 232,136	 232,136 Nailux 232,136	 232,136 Nancy 232,136
 233,153 SAVONITE 233,153	 232,726 MATCHLESS 232,726	 232,429 FOND MEMORIES 232,429	 232,770 MIDI CINQ 232,770	 232,659 Lovebird 232,659	 232,670 CITRONEIGE 232,670	 232,670 LUSTRALINE 232,670	 232,670 BORDO 232,670
 233,060 Dalton	 233,257 ALL-PURE 233,257	 231,740 Queen of Hearts 231,740	 232,371 BOTOT 232,371	 232,371 REINE DE PARIS 232,371	 232,371 SILVER 232,371	 232,371 Chrysalis 232,371	 232,371 OAK LEAF 232,371
 233,381 DERMATONE 233,381	 233,381 Arobain 233,381	 233,381 Yvette 233,381	 233,381 LASULFO 233,381	 233,381 BROADCAST 233,381	 233,381 NICO-STAIN 233,381	 233,381 DYNOL 233,381	 233,381 DALCROSE 233,381

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to.

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATION APPLIED FOR
(Act of Feb. 20, 1905)

186,527.—The Selig Company, Atlanta, Ga. (Filed Oct. 3, 1923. Used since July 15, 1923.)—Automobile Soap and Cleanser.

206,893.—Adolph Nelson Gaebler, doing business as Lacassian Laboratories, St. Louis, Mo. (Filed Dec. 18, 1924. Used since Sept. 1, 1917.)—Perfumes and Face Powders.

213,871.—The J. B. Williams Company, Glastonbury, Conn. (Filed May 5, 1925. Used since Dec. 29, 1924.)—Soap.

214,350.—Bramwell Manufacturing Company, St. Paul, Minn. (Filed May 15, 1925. Used since February, 1919.)—Bath Powders.

214,556.—Arthur B. Menefee, doing business as Certified Chemical Company, Los Angeles, Calif. (Filed May 19, 1925. Used since Jan. 25, 1925.)—Soap and Cleaning Compounds.

214,470.—Fallis Inc., Cincinnati, Ohio. (Filed May 18,

1825. Used since June 1, 1920.)—Toilet Preparations—Namely, Talcum Powder.

215,985.—H. & G. Klotz, Paris, France. (Filed June 18, 1925. Used since 1886.)—Perfumed Soaps, Toilet Soaps, Shaving-Soap Sticks, Shaving-Soap Paste, and Powder.

217,898.—Renaud et Cie of America, Boston, Mass. (Filed July 25, 1925. Used since 1919.)—Perfumes.

218,232.—John H. Wright, Newport News, Va. (Filed July 31, 1925. Used since 1924.)—Cleaner for the Hands, Tile, Woodwork and Painted Walls.

220,312.—Sylvester Liotta, Brooklyn, N. Y. Filed Sept. 16, 1925. Used since 1910.)—Hair Dye.

221,334.—Parfumerie St. Denis, New York, N. Y. (Filed Oct. 6, 1925. Used since Apr. 21, 1925.)—Face Powder, Face Packs, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Sachets, and Talcum Powders.

222,817.—A. Bourjois & Co. Inc., New York, N. Y., assignor to Bourjois, Inc., New York, N. Y., a Corporation of New York. (Filed Nov. 5, 1925. Used since May 1, 1893.)—Face Powder.

225,183.—The Germol Co., New Haven, Conn. (Filed Dec. 26, 1925. Used since Apr. 1, 1925.)—Powder for a Mouth Wash.

226,201.—M. E. Mayer, Vienna, Austria. (Filed Jan. 21, 1926. Used since Aug. 29, 1923.)—Toilet Preparations Such as Perfume; Hand, Face, and Hair Creams; Face and Toilet Powders; Compacts, Toilet Water, Eau de Cologne, Bath Salts, Bath Tablets, Brilliantine, Hand Lotions, Hair Tonics, and Cosmetics such as Lip Sticks and Rouge.

226,415.—Barrington Manufacturing Corporation, Billerica, Mass. (Filed June 26, 1926. Used since Jan. 9, 1926.)—Washing Compound Used in Addition to Soap.

226,517.—Charles A. Susslin, Yonkers, N. Y. (Filed Jan. 27, 1926. Used since Dec. 1, 1905.)—Mouth Wash.

226,554.—Joseph H. Moore, doing business as Olivette Laboratories, Providence, R. I. (Filed Jan. 28, 1926. Used since Oct. 14, 1924.)—Dentifrices, Bath Salts, Sachet Powder, Almond Meal, Toilet Water, Vanishing Cream, Smelling Salts, Powder Compacts, Bath Powder, Cleansing Cream, Lip-Rouge Stick, Talcum Powder, Rouge Compacts, Perfumes, Brilliantine, Lip and Cheek Rouge, and Face Powder.

226,812.—James C. Lewis, Baltimore, Md. (Filed Feb. 3, 1926. Used since Dec. 24, 1924.)—Hair Straightener, Hair Dye, and Hair Grower.

227,900.—Mastin-Rusoff Company, New York, N. Y. (Filed Feb. 27, 1926. Used since Jan. 15, 1926.)—Pharmaceutical Preparations—Namely, Medicated and Toilet Soaps.

228,936.—The Robert Lee Drug Company, Cleveland, Ohio. (Filed Mar. 20, 1926. Used since Jan. 10, 1923.)—Cold Cream, Theatrical Cold Cream, Bleaching Cream, Vanishing Cream, Mentholated Vanishing Cream, Tonics with Malt and Hypophosphites, Reducing Tablets, Buchu Compound, Eye Bath, Nose and Throat Spray, Depilatory, Liver (Hepatic) Salts, Mouth Washes, Analgesic Balm, Artificial Carlsbad Salts, Bedbug Killer, Cockroach Exterminator, Rat Poison, and Douche Powder.

229,249.—Percival Donald Oliver, Brakpan, Transvaal, South Africa. (Filed Mar. 26, 1926. Used since October, 1925.)—Dental Powder and Liquid Dentifrice.

229,569.—Jacob F. Katz, New York, N. Y. (Filed Apr. 2, 1926. Used since March, 1925.)—Liquid Nail Polish, Liquid-Nail Polish Remover, Cuticle Remover, Nail-Polish Powder, Nail Whitener, Nail Bleach, Polish Cake, and Polish Paste.

229,905.—Earl A. Frost, Middlebury, Vt. (Filed Apr. 9, 1926. Used since April, 1925.)—Hair Tonics and Skin Lotions.

230,148, 230,149.—Winter Loeb Grocery Co., Montgomery, Ala. (Filed Apr. 13, 1926. Used since Oct. 25, 1925.)—Food-Flavoring Extracts.

230,346.—National Chemical Products Co., Inc., doing business as Floroma Laboratories, Union City, N. J., Newark, N. J. and Paris, France. (Filed Apr. 17, 1926. Used since Feb. 1, 1925.)—Solid Perfume.

230,372.—White Mystery Cleaner Co., Inc., Los Angeles, Calif. (Filed Apr. 17, 1926. Used since Nov. 18, 1925.)—Soap.

230,477.—The Chicago Dietetic Supply House, Chicago, Ill. (Filed Apr. 21, 1926. Used since June 1, 1922.)—Food-Flavoring Extracts.

230,829.—Leigh Chemist, Inc., New York, N. Y. (Filed Apr. 28, 1926. Used since August, 1919.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Foot Powders, Bath Salts, Smelling Salts, Sachets, and Incenses.

230,952.—The J. T. Robertson Company, Manchester, Conn. (Filed Apr. 30, 1926. Used since May 25, 1900.)—Shaving and Toilet Soaps.

231,019.—Edward L. Stasse, doing business as W. A. W. Co., East Orange, N. J. (Filed May 1, 1926. Used since Jan. 29, 1926.)—Soap for Laundry and Toilet Purposes.

231,108.—Jay Thorpe, Inc., New York, N. Y. (Filed May 4, 1926. Used since April 5, 1926.)—Perfumery.

231,110.—Leigh Chemist, Inc., New York, N. Y. (Filed May 4, 1926. Used since March, 1918.)—Face Creams.

231,184.—Joseph Busch, Pleasantville, Iowa. (Filed May 6, 1926. Used since June 29, 1922.)—Nutritive Cream for the Hair and Hair-Tonic Herbal Extract.

231,299.—Associatel Dental Products, Inc., New York, N. Y. (Filed May 8, 1926. Used since May 14, 1925.)—Cream Paste for Artificial Dentures.

231,315.—D. R. Franklin Co., Inc., Brooklyn, N. Y. (Filed May 8, 1926. Used since Apr. 29, 1926.)—Universal Household Cleaner.

231,374.—Anna Gibbons, Los Angeles, Calif. (Filed May 10, 1926. Used since Jan. 5, 1925.)—Hair Grower.

231,441.—Harold Kimmonth, New York, N. Y. (Filed May 11, 1926. Used since April 29, 1926.)—Face Powders, Talcum Powders, Perfumes, Perfume Extracts, Lip Sticks, Hair Tonics, Hair Lotions, Face Lotions, Bath Salts, Dentifrices, Hair Bleaches, Rouges, Eyebrow Pencils, Shampoos, Pomades, Skin Creams, Toilet Waters and Brilliantine.

231,489.—Donald Hugh MacWhirter, doing business as Denver Dry Goods, Co., Denver, Colo. (Filed May 12, 1926. Used since April 6, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Foot Powders, Bath Salts, Smelling Salts, Sachets, Compacts, Astringent Lotions, Skin Tonics, and Talcum Powders.

231,497.—Paristyle Novelty Co., Inc., New York, N. Y. (Filed May 12, 1926. Used since May 1, 1918.)—Face Creams, Cleansing Creams, Vanishing Creams, Massage Creams, Massage Lotions, Face Lotions, Rouges, Lip Sticks, Hair Tonics, Hair Lotions, Hair Shampoos, Depilatory, Toilet Waters, Nail Polishes, Nail Bleach, Nail Whitener, Hair Pomades, Liquid Hair Dyes, Eyebrow and Eyelash Coloring, and Cuticle Oil.

231,600.—David Gastl, Oxnard, Calif. (Filed May 14, 1926. Used since Mar. 7, 1926.)—Hair Balm.

231,638.—St. d'Exploitation des Produits Botot-Jacques Brach & Cie., Paris, France. (Filed May 14, 1926. Under 10-year proviso. Used since 1763.)—Pastes, Powders and Liquids for beautifying and preserving the teeth, skin and hair, and Perfumery.

231,639.—St. d'Exploitation des Produits Botot-Jacques Brach & Cie., Paris, France. (Filed May 14, 1926. Used since 1911.)—Creams, Liquids, and Pastes for beautifying and preserving the teeth, nails, skin, hair, and body generally; Depilatories, Deodorants and Perfumery.

231,730.—Heather Company, New York, N. Y. (Filed May 17, 1926. Used since April, 1925.)—Rouges.

231,736.—Theodore Ischerland, doing business as T.

Isherland Barber Supply Co., Flint, Mich. (Filed May 17, 1926.)—Used since Feb. 1, 1926.)—Toilet Waters, Perfumes, Hair Tonics, Talcum Powder, Cleansing Cream, Massage Cream, Vanishing Cream, Lemon Cream, After-Shave Lotion, Bay Rum, Dental Cream, Bath Dusting Powder, Hair Pomade, Hair Comb—Namely, a Dressing for Stubborn Hair.

231,753.—Peaubelle Laboratories, Inc., New York, N. Y. (Filed May 17, 1926. Used since Jan. 15, 1926.)—Depilatories.

231,760.—Snowdonia Laboratories, Chicago, Ill. (Filed May 17, 1926. Used since April 20, 1926.)—Perfumes, Toilet Waters, Face Powders, Talcum Powders, Lip Sticks, Compacts, Curling Fluid, Hairdressing, Shaving Lotion, Bath Salts, Skin Lotions, Face and Massage Creams, Shampoos, Body Powder.

231,779.—Rebecca Woodfield, doing business as Bord-O Laboratories, Oakland, Calif. (Filed May 17, 1926. Used since Dec. 21, 1925.)—Face Cream.

231,844.—The Bellnaire Laboratories, Inc., New York, N. Y. (Filed May 19, 1926. Used since Dec. 16, 1925.)—Hair Dye.

231,868.—Lever Brothers Company, Cambridge, Mass. (Filed May 19, 1926. Used since June 29, 1921.)—Soap.

231,910.—The DuBarry Perfumery Co., Limited, Hove, England. (Filed May 20, 1926. Used since June 1, 1916.)—Perfumed Soap.

232,105.—The Western Merchandise Co., Abilene, Kans. (Filed May 22, 1926. Used since January, 1925.)—Face Lotions, Face Creams, and Hair Tonic.

232,121.—Colgate & Company, Jersey City, N. J. (Filed May 24, 1926. Used since May 10, 1926.)—Shampoo.

232,122.—Colgate & Company, Jersey City, N. J. (Filed May 24, 1926. Used since Nov. 30, 1925.)—Soap.

232,136.—Mae Carter Jones, doing business as Thin-U Company, Chattanooga, Tenn. (Filed May 24, 1926. Used since April 15, 1923.)—Reducing cream.

232,151.—Rap-I-Dol Co., Inc., Newark, N. J. (Filed May 24, 1926. Used since May 1, 1926.)—Color and Dye Removers for the Hair.

232,182.—Geo. Borgfeldt & Co., New York, N. Y. (Filed May 25, 1926. Used since Apr. 24, 1926.)—Toilet Preparations—Namely, Perfume and Toilet Water.

232,215.—Pinaud, Incorporated, New York, N. Y. (Filed May 25, 1926. Used since Apr. 22, 1926.)—Hair Tonics.

232,217.—Pinaud, Incorporated, New York, N. Y. (Filed May 25, 1926. Used since Apr. 22, 1926.)—Perfumed Toilet Waters.

232,227.—The J. R. Watkins Company, Winona, Minn. (Filed May 25, 1926. Used since Feb. 4, 1925.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Compacts, Emollient Creams, Lip Sticks, Eyebrow Pencils, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Sachet Powders, and Incense.

232,371.—Yvette Co., New York, N. Y. (Filed May 27, 1926. Used since May 26, 1926.)—Toilet Preparation used in the Process of Permanent Waving.

232,372.—Yvette Co., New York, N. Y. (Filed May 27, 1926. Used since May 26, 1926.)—Toilet Preparation used in Dressing the Hair.

232,453.—Denney & Denney, Philadelphia, Pa. (Filed May 29, 1926. Used since May 1, 1926.)—Face Powders, Face Packs, Face Lotions, Face Creams, Perfumes, Toilet Waters, Lip Sticks, Rouges, Eyebrow Pencils, Hair Tonics, Hair Oils, Hair Lotions, Dentifrices, Tooth Powders, Talcum Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, and Sachet Powders.

232,520.—Marcel J. Raffy, doing business as Raffy, New York, N. Y. (Filed May 29, 1926. Used since April 17, 1926.)—Face Powders, Face Creams, Face Packs, Perfumes, Toilet Waters, Rouge, Lip Sticks, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Eyebrow Pencils, Deodorizing Preparations, Sachet Powders, Talcum Powders, and Incenses.

232,616.—Lazell Perfumer, Newburgh, N. Y. (Filed June

2, 1926. Used since Sept. 27, 1923.)—Perfumes, Toilet Waters, and Lip Sticks.

232,617.—Leigh Chemist, Inc., New York, N. Y. (Filed June 2, 1926. Used since 1894.)—Massage Cream.

232,623.—Claudius Nielsen, doing business as Nielco Products Company, Detroit, Mich. (Filed June 2, 1926. Used since May 5, 1926.)—Perfumes, Bath Salts, Toilet Water, Sachet Powder, and Cold Cream.

232,670.—Wm. Ruthven Flint, Los Angeles, Calif. (Filed June 3, 1926. Used since Feb. 10, 1926.)—Perfumes, Sachets, Face Powders, and Talcum Powders.

232,718.—Carlos J. Diaz, doing business as Parfumerie Nancy, New York, N. Y. (Filed June 4, 1926. Used since May 28, 1925.)—Face Creams, Face Powders, Face Packs, Toilet Waters, Rouges, Perfumery, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Lip Stick, Eyebrow Pencils, Sachets, and Talcum Powders.

232,736.—Margaret Michael, New Rochelle, N. Y. (Filed June 4, 1926. Used since April 1, 1926.)—Hair-Growing Preparation.

232,770.—George F. Gschwindt, doing business as Non-Scents Company, Chicago, Ill. (Filed June 5, 1926. Used since May 20, 1926.)—Deodorant Cream.

232,785.—J. W. Kobi Company, Seattle, Wash. (Filed June 5, 1926. Used since Apr. 26, 1926.)—Face-Cream Lotion.

232,813.—Coty, Inc., Wilmington, Del. and New York, N. Y. (Filed June 7, 1926. Used since November, 1921.)—Perfume, Toilet Water, Face Powder, Compact Powder, Sachet Powder, Talcum Powder, Brilliantine, Lotion for the Skin and Hair, and Rouge.

232,824.—Frederick A. Frazier, San Francisco, Calif. (Filed June 7, 1926. Used since Jan. 11, 1926.)—Soap for Toilet and Medical Uses.

232,859.—Western Bottle Manufacturing Company, doing business as The Western Company, Chicago, Ill. (Filed June 7, 1926. Used since May 3, 1926.)—Powder Puffs.

232,863.—Lorraine Audigier, Los Angeles, Calif., and Houston, Tex. (Filed June 8, 1926. Used since June 1, 1919.)—Medical Compositions Consisting of a Plastic Stick and a Solution for Treating the Face or Other Portions of the Body for Removing Hair.

232,893.—Societe Francaise Des Produits De Beaute, Paris, France. (Filed June 8, 1926. Used since Feb. 17, 1926.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brilliantine, Bath Salts, Rouges, Dentifrices.

232,894.—Societe Francaise Des Produits de Beaute, Paris, France. (Filed June 8, 1926. Used since Sept. 29, 1922.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brilliantine, Bath Salts, Rouges, Dentifrices.

232,895.—Societe Francaise Des Produits de Beaute, Paris, France. (Filed June 8, 1926. Used since Sept. 1, 1924.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brilliantine, Bath Salts, Rouges, Dentifrices.

232,990.—William Bushnell, Syracuse, N. Y. (Filed June 10, 1926. Used since Jan. 10, 1924.)—Hair Tonic.

233,046.—Herman C. Westphal and Jennie E. Westphal, Corpus Christi, Tex. (Filed June 10, 1926. Used since Mar. 25, 1926.)—Hair Tonic.

233,049.—The Maltbie Chemical Company, Newark, N. J. (Filed June 10, 1926. Used since 1892.)—Toilet Lotion.

233,060.—Edward Dalton, doing business as The Dalton Company, Alton, Ill. (Filed June 11, 1926. Used since Feb. 15, 1926.)—Preparation for the Treatment of the Skin.

233,105.—Jean M. Collins, doing business as Collins Cosmetic Laboratories, Hollywood, Calif. (Filed June 12, 1926. Used since Jan. 15, 1926.)—Cosmetic Preparations—Namely, Facial Pack, Face Creams, and Face Powder, Making a Combination Toilet Treatment.

233,153.—Woodley Soap Manufacturing Company, Roxbury, Mass. (Filed June 12, 1926. Used since October, 1925.)—Soap Powder for use in Cleansing Fabrics and Other Materials.

233,226.—L. T. Piver, Inc., Wilmington, Del. (Filed June 14, 1926. Used since Mar. 9, 1926.)—Brilliantine.

233,239.—Societe La France Toilet Goods Co., Inc., New York, N. Y. (Filed June 14, 1926. Used since Jan. 6, 1926.)—Perfumes, Toilet Waters, Face Powder, Talcum Powder, Rouges, Lip Sticks, Hair Tonics, and Lotions.

233,257.—Wrisley Company, Chicago, Ill. (Filed June 14, 1926. Used since July 24, 1925.)—Soap.

233,290.—Jay Thorpe, Inc., New York, N. Y. (Filed June 15, 1926. Used since Jan. 1, 1926.)—Perfumery.

233,296.—Roy H. Brownlee, Pittsburgh, Pa. (Filed June 16, 1926. Used since June 14, 1926.)—Dentifrice.

233,381.—Alfred J. Frank, St. Paul, Minn. (Filed June 17, 1926. Used since May 1, 1926.)—Hairdressing Preparations.

233,429.—Fabrication des Parfums et des Produits Pharmaceutiques Gilles August et Cie Societe Anonyme, Liege, Belgium. (Filed June 18, 1926. Used since Dec. 20, 1921.)—Toilet Powder.

233,430.—Fabrication des Parfums et des Produits Pharmaceutiques Gilles August et Cie Societe Anonyme, Liege, Belgium. (Filed June 18, 1926. Used since Sept. 20, 1921.)—Jellies and Liquids for Treating Epidermis.

233,483.—De Modine, Inc., Philadelphia, Pa. (Filed June 19, 1926. Used since Sept. 1, 1925.)—Cleansing Cream.

233,490.—John Wesley Gray, doing business as Gray's Chemical Co., Chicago, Ill. (Filed June 19, 1926. Used since May 28, 1926.)—Tooth-Cleansing Compounds.

233,506.—So-Nice Company, Medina, N. Y. (Filed June 19, 1926. Used since Feb. 15, 1926.)—Depilatory Powder.

233,534.—Rachel H. Donaldson, Chester, Pa. (Filed June 21, 1926. Used since May 15, 1926.)—A Lotion for the Skin.

233,562.—Celia Liebman, New York, N. Y. (Filed June 21, 1926. Used since Mar. 1, 1926.)—Hair Salve.

233,567.—Edward L. Mittelstaedt, doing business as Parfums Desiree Co., New York, N. Y. (Filed June 21, 1926. Used since May 14, 1926.)—Perfume Extracts, Toilet Waters, Lip Rouge, Eyebrow Pencils, Cold Creams, Vanishing Creams, Lemon Creams, Cleansing Creams, Hair Tonic, Hair Lotions, and Tooth Paste.

233,729.—Guy T. Gibson, Incorporated, New York, N. Y. (Filed June 25, 1926. Used since June 2, 1926.)—Perfume Preparation for the bath.

233,778.—C. E. Jones & Co., Detroit, Mich. (Filed June 26, 1926. Used since Mar. 30, 1926.)—Hairdressing Preparation and Hair-Straightening Cream.

233,880.—Inecto Inc., New York, N. Y. (Filed June 29, 1926. Used since March 1926.)—Hair-Dye Wash.

233,881.—George W. Johnson, Kansas City, Mo. (Filed June 29, 1926. Used since Apr. 9, 1925.)—Preparation for use as a Scalp Cleaner and Hair Grower.

233,934.—Inecto Inc., New York, N. Y. (Filed June 30, 1926. Used since March, 1926.)—Hair Oil.

233,947.—Paristyle Novelty Co., Inc., New York, N. Y. (Filed June 30, 1926. Used since May 1, 1926.)—Hair Tints and Hair Dyes, Toilet Creams, Toilet Lotions, Toilet Waters and Perfumes, Toilet Powders, Hair Tonics, Brilliantines, Shampoos, Hair Whiteners, Pomades, Rouges, Lip Sticks, Depilatory, Nail Polish, Bleaches, Whitener, and Nail-Polish Remover, Cuticle Oil.

234,050.—Phenitrol Chemical Co., Rock Island, Ill. (Filed July 2, 1926. Used since June 1, 1923.)—Mouth Wash.

234,074.—Martin P. Bastiani, doing business as Mission Pharmacal Co., San Francisco, Calif. (Filed July 3, 1926. Used since Jan. 15, 1926.)—Medicinal Cream Used for Chapped Hands and Face and for Tired, Aching Feet.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations Are Not Subject to Opposition.

M215,357.—Florin Beauty Parlor, Chicago, Ill. (Filed August 17, 1925. Serial No. 218,960. Used since May 1, 1925.)—Shampoo.

M215,385.—Lesquendieu, Incorporated, New York, N. Y. (Filed Dec. 16, 1925. Serial No. 224,774.—Used since 1904.)—Facial Creams, Nail Preparations, Lip Sticks, Eye-

brow Crayons, Rouge Compacts, Rouge Cream, Hair and Scalp Preparations; Cosmetics—Namely, Preparations for Darkening Eyebrows, Eyelids, and Eyelashes; Bath Tablets, Depilatory and Face Powders.

M215,679.—Rau & Decker, Chicago, Ill. (Filed Apr. 24, 1925. Serial No. 213,257. Used since May 1, 1924.)—Soap.

M215,695.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed May 28, 1926. Serial No. 232,389. Used since November, 1921.)—Perfumes, Toilet Water, Face Powder, Compact Powder, Sachet Powder, Talcum Powder, Bril-

liantime, Lotion for the Skin and Hair, and Rouge.

M215,697.—Erwin F. Lechler, New York, N. Y. (Filed May 25, 1926. Serial No. 232,212. Used since November, 1923.)—Hair Stick, a Cosmtic for Recoloring Gray Hair and a Depilatory.

M215,913.—Mrs. Pomeroy, Ltd., London, England. (Filed May 3, 1926. Serial No. 231,063. Used since 1896.)—Lotions for the Face and Hands to Soften the Skin and Prevent Chapping, Creams for the Skin to Preserve the Same, Lip Salves, Tooth Paste, Shampoo Powder, Face Powders, and Scent.

M215,918.—Vivi, Inc., New York, N. Y. (Filed June 23, 1925. Serial No. 216,308. Used since May 14, 1925.)—Face Powders, Face Packs, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth

Powders, Nail Polishes, Deodorizing Preparations, Smelling Salts, Bath Salts, Talcum Powders, and Sachet Powders.

M215,921.—Western Soap & Chemical Co., Los Angeles, Calif. (Filed Nov. 5, 1925. Serial No. 222,900. Used since June 5, 1925.)—Soaps, Washing Powders, Dairy Cleanser.

M215,940.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed May 13, 1924. Serial No. 196,985. Used since Mar. 14, 1924.)—Perfumes and Hygienic Products—

Namely, Bath Salts, Astringents, Cold Creams, Compacts, Face Packs, Face Creams, Beauty Clay, Vanishing Creams, Sachets, Facial Paints, Shampoos, Skin Creams, Talcum Powders, Eyedrops, Toilet Waters, Smelling Salts, Aromatic Vinegars, Face Powders, Rouges, Skin Bleaches, Lip Sticks, Eyebrow Pencils, and Hair, Face, Hand, and Foot Lotions.

M215,950.—Vivi, Inc., New York, N. Y. (Filed June 26, 1925. Serial No. 216,488. Used since May 5, 1925.)—Face Powders, Face Cream, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath

Salts, Smelling Salts, and Sachets.

M215,952.—Conner & Walters Company, Inc., Charlotte, N. C. (Filed July 18, 1925. Serial No. 217,540. Used since June 15, 1925.)—Hairdressing and Medicine for Treating Diseases of the Scalp.

M215,960.—Brewster Laboratories, Huntington, N. Y. (Filed May 21, 1926. Serial No. 231,976. Used since 1920.)—Face Powder, After-Shave Cream, Skin-Stimulant Cream, Hair-Nutrient Cream, Hair Tonic, Perfumes, Depilatory and Hair Eradicators, Bath Dusting Powder, Bath Salts, Cream Rouge, Skin-Tonic Lotion, and Cleansing Cream.

PATENTS GRANTED

1,592,136. Vanity Case. George E. Davis, Des Moines, Iowa, assignor to F. W. Fitch Company, Des Moines, Iowa. Filed Dec. 9, 1925. Serial No. 74,325. 17 Claims. (Cl. 132-83.)

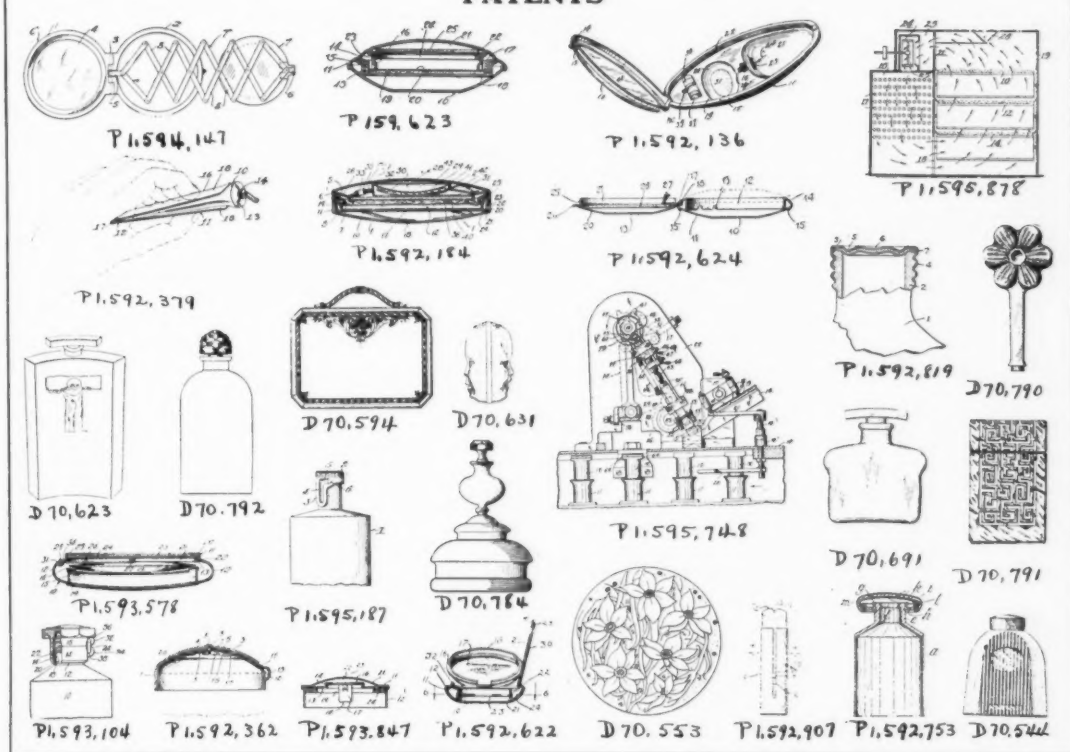
6. A vanity case comprising a top and a bottom member, a loose powder container mounted in said bottom member covering a portion of the bottom, said bottom having a puff receiving pocket formed adjacent to the container, said container having an opening in its side for permitting powder to be dispensed therethrough into the puff receiving pocket where the puff may have an application of powder.

1,592,184. Vanity Case. Carroll E. Dodson, Kansas City, Mo. Filed Apr. 13, 1925. Serial No. 22,706. 8 Claims. (Cl. 132-83.)

1. A vanity case comprising a hollow bottom, a pan mounted for follower movement in the hollow bottom, a hinged cover having a screen portion normally overlying the pan, and a hinged lid for the case.

1,592,362. Sifter Top for Receptacles. Henry Hermiani, Baltimore, Md., assignor to The Tin Decorating Company of Baltimore, Baltimore, Md., a Corporation of New Jersey.

PATENTS



Filed Mar. 27, 1926. Serial No. 67,894. 6 Claims. (Cl. 221-64.)

1. A top for can bodies including a pair of substantially cup or dome shaped members nested one within the other with the side walls thereof in close engagement and of substantially the same depth and adapted to engage about the top of the body to form a cover therefor, the members having registering perforations, a plate having perforations spaced to register with those of the members, said members shaped to provide a plate receiving chamber between them of an area corresponding substantially to that of the plate and of a size to permit guided movement of the plate in the chamber, a handle on the plate, the outer member slotted for the passage of the handle, and resilient means acting normally to hold the plate with the perforations thereof out of register with those of the members.

1,592,379. Flexible Tube. John Merle, Brooklyn, N. Y., assignor of one-third to Henry C. Merle, Brooklyn, N. Y. Filed Sept. 18, 1924. Serial No. 738,379. 2 Claims. (Cl. 221-60.)

1. The combination with a flexible tube having at one end a head provided with a discharge nipple and the other end being closed and flattened of a discharging element consisting of strip sheet metal arranged longitudinally of and on opposite sides of said tube, and said attachment being secured to the closed flattened end of the tube, and the side members thereof terminating short of the head of the tube, and the transverse dimensions of the attachment being substantially the same as the corresponding dimensions of the tube.

1,592,622. Vanity Box of Watchcase Type. Christian A. Buscham, Irvington, N. J., assignor to C. A. Buscham Mfg. Co., Irvington, N. J. Filed Sept. 21, 1925. Serial No. 57,641. 3 Claims. (Cl. 132-83.)

1. In a box of the class described, a box body having a peripheral wall provided with a groove on the interior extending around the wall parallel to the edge, a rouge receptacle having an annular outer wall fitting against the

peripheral wall of the box body and provided with upwardly extending portions having their ends engaged in said groove to retain the rouge receptacle in place, said rouge receptacle having an inner annular wall forming a substantially cylindrical rouge pocket.

1,592,624. Vanity Compact. Christian A. Buscham, Irvington, N. J., assignor to C. A. Buscham Mfg. Co., Irvington, N. J. Filed Feb. 10, 1926. Serial No. 87,439. 3 Claims. (Cl. 132-83.)

1. In a compact, a main bottom portion having a shallow segmental-spherical form, an annular band seated concentrically in the main bottom portion to form a shallow well, a flange extending outwardly from the band and curved in the form of a spherical zone, said flange engaging the periphery of the main bottom portion and having its outer edge extending under the outer edge of the main portion in contact therewith, and a top hinged to said flange to cover said well.

1,592,626. Spotlight-Adjusting Mechanism. Thomas Delmastro, Braceville, Ill. Filed Feb. 9, 1926. Serial No. 87,154. 4 Claims. (Cl. 240-61.)

1. In a compact, an outer case, a ring having an annular portion forming a partial cover for the outer case and having a short cylindrical portion forming an inner case and having a bottom forming the remainder of the cover for the outer case, a hinge connection between the outer periphery of the ring and the outer case, a cover for the inner case nesting within the same, and a hinge connection between said cover and the inner periphery of the ring.

1,592,753. Applicator Cap for Collapsible Tubes. Jacob Lawrence Beyer, Copenhagen, Denmark, assignor to Otto Johannes Bruun, Copenhagen, Denmark. Filed Aug. 15, 1922. Serial No. 582,043, and in Denmark Mar. 29, 1922. 3 Claims. (Cl. 15-135.)

1. In combination with a collapsible tube, a porous sheet stretched over the orifice of the tube, a rupturable im-

permeable sheet superimposed on said porous sheet, and means for securing said sheets in position.

1,592,819. Closure for Container. Sol. L. Buschman, New York, N. Y., assignor to Metal Package Corporation of New York, New York, N. Y., a Corporation of New York. Filed May 2, 1924. Serial No. 710,498. 1 Claim. (Cl. 215-43.)

A closure for receptacles having a screw-threaded neck and comprising a cap provided with an upper wall and with a depending screw-threaded annular flange adapted to be screwed on said neck, said upper wall including an intumed circular head formed by inner and outer upwarly inclined circular portions, said head being positioned adjacent to the material forming the neck of said receptacle when said cap is screwed thereon and a flexible disk within said cap and compressible between said head and the neck of said receptacle.

1,592,907. Lipstick. Dan Seman, New York, N. Y. Filed May 2, 1924. Serial No. 710,683. 4 Claims. (Cl. 132-7.)

1. A lipstick comprising a coating element, said coating element being depressed centrally of the length thereof to form two lobes whereby an imprint will be formed thereby which is in the form of a cupid bow.

1,593,104. Cap. Stanley M. Rumbough, New York, N. Y. Filed Nov. 25, 1924. Serial No. 752,079. 3 Claims. (Cl. 221-6-0.)

1. A container having a threaded neck, a cap adapted to be screwed thereon, a retainer swivelled on said container, and a hinge link having spaced pintle portions pivotally engaging integral projections formed on the cap and retainer respectively.

1,593,578. Vanity Box. Nathan Kasdan, New York, and Daniel Pollack, Brooklyn, N. Y., assignors to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York. Filed Aug. 5, 1924. Serial No. 730,141. 6 Claims. (Cl. 132-83.)

1. A vanity box comprising a body portion adapted to hold a toilet requisite, a lid or cover portion provided at its top with an outwardly faced exposed mirror and a link connecting said lid or cover portion with said body portion and adapted when the box is open to permit the lid or cover to be turned toward a vertical position to face the mirror forwardly, said link being hinged at one end to said cover portion and at the other end to said body portion.

1,593,847. Cap Closure. James S. Reid, Cleveland, Ohio, assignor to The Easy-On Cap Company, Cleveland, Ohio, a Corporation of Ohio. Filed June 19, 1924. Serial No. 721,122. 10 Claims. (Cl. 220-40.)

1. A closure structure, comprising a tubular member and a closure member, said tubular member being provided with relatively slow pitch cam means, said closure member being provided with a locking member adapted for engagement with said cam means upon relative rotary movement of said closure and tubular members, said tubular member being also provided with relatively quick pitch cam means adjacent operation with said locking member for rapidly throwing the closure member outwardly from the tubular member upon reverse relative rotary movement of the closure and tubular members.

1,593,959. Cleansing Cosmetic Lotion. James A. Wade, Detroit, Mich. Filed May 10, 1923. Serial No. 638,093. 1 Claim. (Cl. 167-9.)

A cleansing cosmetic lotion comprising a composition of cucumber juice and tincture of benzoin in approximately equal parts, and potassium nitrate, together with cologne spirits and elder flower water in amount sufficient to form an appropriate vehicle.

1,594,147. Vanity Case. Kenneth De Earl, Barrows, Syracuse, Kans. Filed Nov. 24, 1925. Serial No. 71,141. 4 Claims. (Cl. 132-83.)

4. In combination with a vanity case, a mirror adapted to be housed within the case, and a lazy bar connection between the mirror and the case permitting said mirror to be extended or retracted with respect to the case, said mirror having independent swinging movement with respect to the lazy bar connection.

1,595,187. Cap for Collapsible Tubes. John H. Grayson, Athens, Ohio. Filed Aug. 1, 1925. Serial No. 47,575. 4 Claims. (Cl. 221-60.)

1. A collapsible tube having a body portion and a neck portion defined by a relatively thin wall and a closure, including an integral member extending through the neck and providing journals, and a cap member pivoted on the said journals.

1,595,748. Collapsible-Tube Clip-Feeding Device. Ferdinand A. Weimann, Shelton, Conn., assignor to The Weimann Brothers Manufacturing Company, Derby, Conn., a Corporation of Connecticut. Filed Feb. 10, 1926. Serial No. 87,317. 11 Claims. (Cl. 113-1.)

1. In a machine for closing filled collapsible tubes, means for supporting the tubes, a feeding means for substantially U-shaped clips, movable means for gripping a clip, and means for shifting the clip gripping means to transfer the clip from the feeding means and forcing it onto the closed end of a tube.

1,595,878. Method of Drying Soap Chips and Apparatus for Carrying Out the Same. Charles G. Sargent and Frank L. Furbush, Westford, Mass., assignors to C. G. Sargents Sons Corporation, a Corporation of Massachusetts. Filed June 16, 1924. Serial No. 720,188. 2 Claims. (Cl. 34-12.)

1. The method of drying soap chips which consist in carrying them through a chamber in a series of stages, running them at each stage at a speed slightly less than that of the one in which they have previously traveled, subjecting them to currents of heated air while traveling in said chamber, directing said currents so as to heat the chips gradually as they travel along, moving them from the chamber after they are thoroughly dried, and immediately subjecting them to currents of cold air adjacent to the heating chamber.

DESIGNS PATENTED

70,544. Bottle. Paul C. Delaize, New York, N. Y., assignor to D'Orsay Perfumeries Corporation, New York, N. Y., a Corporation of New York. Filed Apr. 1, 1926. Serial No. 17,148. Term of patent 3½ years.

70,553. Face-Powder Box. Guy T. Gibson, New Rochelle, N. Y., assignor to Guy T. Gibson, Inc., New York, N. Y., a Corporation of New York. (Filed May 17, 1926. Serial No. 17,753. Term of patent 14 years.

70,594. Vanity Case. Verne M. Calkins, Cranston, R. I., assignor to Saart Brothers Company, a Corporation of Rhode Island. Filed June 1, 1926. Serial No. 17,898. Term of patent 3½ years.

70,623. Perfume Bottle. Charles C. Morrison, Huntington, N. Y., assignor to Park & Tilford. Filed May 8, 1926. Serial No. 17,618. Term of patent 14 years.

70,631. Soap Cake. Leo E. Schoenfeld, Tampa, Fla., assignor to James S. Kirk & Company, Chicago, Ill., a Corporation of Illinois. Filed Nov. 27, 1925. Serial No. 15,561. Term of patent 14 years.

70,691. Perfume Bottle. Marie Anne La Tour, New York, N. Y. Filed Apr. 17, 1926. Serial No. 17,325. Term of patent 3½ years.

70,784. Combination Holder For Toilet Preparations. Ira M. Clarke, New Martinsville, W. Va. Filed May 11, 1926. Serial No. 17,658. Term of patent 3½ years.

70,790. Perfume Bottle. George Grunberg, New York, N. Y. Filed Mar. 20, 1926. Serial No. 16,992. Term of patent 7 years.

70,791. Bottle. Georges Guerin, Paris, France. Filed May 20, 1926. Serial No. 17,777. Term of patent 7 years.

70,792. Bottle. Georges Guerin, Paris, France. Filed May 20, 1926. Serial No. 17,778. Term of patent 7 years.

Exports of Patchouli Leaves from Penang

The exports of patchouli leaves from Penang declined during 1925, but the quantity shipped to the United States increased considerably. Much of this product is transhipped in Penang from Sumatran ports, very little of the leaf being harvested in northern Malaya. In 1922 the United States took 3,726 piculs of a total of 4,592 piculs. In 1925 these figures dropped to 1913 piculs and 2,857 piculs respectively. A picul is 133½ pounds.

NEW PUBLICATIONS, PRICE LISTS, ETC.

(Continued from Page 337)

P. R. DREYER, 15 Platt street, New York, has issued his selling catalogue for August-September, 1926. Mr. Dreyer is an importer and specialist in essential oils and aromatic chemicals for perfumers, soap makers and flavoring extract manufacturers. Besides being the representative of various other foreign and domestic manufacturers he is the sole selling agent in this country for the following well known firms: Bertrand Frères, Grasse, France; Franz Fritzsche & Co., Inc., Hamburg, Germany; Paolo Vilardi, Reggio Calabria, Italy; Constantin Mintcheff & Ketchedjief, Kazanlik, Bulgaria; and Brödr. Aarsaether A/S, Aalesund, Norway. Mr. Dreyer will be pleased to send his price list, which covers eight large pages, to any firm which does not receive it regularly, if a request for the same is sent to him.

"CHEMISTRY AT PRINCETON IN THE SERVICE OF CIVILIZATION" is the title of a brochure issued by the Department of Chemistry at Princeton University. It is a review of the work done educationally by Princeton in this special field and sets forth the advantages now offered for students in this subject by the university. Facilities, equipment and cost are given for the benefit of those interested in obtaining a chemical education.

COLUMBIA UNIVERSITY-NEW YORK COLLEGE OF PHARMACY—The 1926-27 announcement for the ninety-seventh annual session of the College of Pharmacy, open to both men and women, which will begin on Monday, September 20, 1926, has just been issued and copies can be obtained either from the Registrar of the University, Morningside Heights, or at the college, 115 West 68th street. Of particular interest to many of our readers is the fact that Prof. Curt P. Wimmer, A.M. Phar.D., a contributing editor to this journal, is the professor of pharmacy, and as is well known, conducts special courses in perfumes and cosmetics. The officers and members of the faculty, from President Nicholas Murray Butler and Dean H. H. Rusby clear through the long list are prominent in the scientific sphere. The announcement covers 74 pages.

SUMMARY OF THE BRITISH EMPIRE'S ESSENTIAL OIL SOURCES

(Continued from Page 312)

Leaves and twigs of camphor trees experimentally grown by the Forestry Department in Uganda have also been tested by the Imperial Institute. The yields of oil and solid camphor of these samples generally agree with those recorded for camphor leaves from other sources. In view of the rather small yield furnished by camphor leaves, it is rather doubtful whether the enterprise would prove very profitable in Uganda, although the labor conditions are favorable. The question, however, is receiving consideration, as certain essential oils which are now being produced successfully on a commercial scale are obtained in yields similar to that of camphor from camphor leaves and realize similar market prices.

Development of a small but important industry in dugong oil is in prospect in Australia. The oil is obtained from the blubber of the dugong (*Halicore australis*). It is a cream-colored, semi-solid oil, with a very slight taste and odor free from any fishy character. It is used in Australia as a substitute for cod-liver oil, as it is at least equal to cod-liver oil in medicinal value and is more palatable. It is hoped to extend its commercial use to the soap-making industry.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 13,901 to 14,100, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., there was none of special interest to our readers.

There were only five olive oil violations reported. Two seizures were ordered destroyed and three seizures were released under bond.

Vinegar and Glucose Standards Adopted

A revised and amended definition and standard for glucose has been adopted by the Department of Agriculture as a guidance for officials in the enforcement of the Federal Food and Drug Act. The revision as recommended by the foods standards committee is as follows:

Glucose, mixing glucose, confectioners' glucose, is a thick, syrupy, colorless product made by incompletely hydrolyzing starch, or a starch-containing substance, and decolorizing and evaporating the product. It contains on a basis of 41 degree baume not more than 1 per cent of ash, consisting chiefly of chlorides and sulfates.

The text of the vinegar revised definitions and standards is as follows:

"Wine vinegar, grape vinegar, is the product made by the alcoholic and subsequent acetous fermentations of the juice of grapes, and contains, in one hundred (100) cubic centimeters, not less than four (4) grams of acetic acid.

"Malt vinegar is the product made by the alcoholic and subsequent acetous fermentations without distillation, of an infusion of barley malt or cereals whose starch has been converted by malt, and contains, in one hundred (100) cubic centimeters, not less than four (4) grams of acetic acid.

Dry Law Fails to Hurt Bottle Stopper Trade

In spite of or because of prohibition manufacture of cork stoppers and other bottle caps has increased 20.7 per cent since 1923, the Commerce Department revealed in a recent report. Bottle stopper production was valued at \$5,200,146 in 1923, while the total in 1925 was \$6,275,588. There are thirty-one establishments making corks, seventeen of which are located in New York.

WISCONSIN BARS ARTIFICIAL FOOD COLORS

(Continued from Page 326)

a sample to a food inspector they would be guilty of violating the law as interpreted by the Supreme Court.

Also, artificial color may be used in goods manufactured in Wisconsin and shipped out of the State.

The legal standard for ice cream in Wisconsin calls for "natural flavoring," which would bar the use of imitation flavors in ice cream unless the finished ice cream is labeled to show that imitation flavor was used.

The decision applies only when the article of food is colored "in imitation of the genuine color of another substance." Therefore, the Court ruling has only a very limited application to bottlers' and dispensers' flavors and supplies. However, some of these may be affected by the decision.

Wants to Export Venezuela Aromatic Plants

An individual in Venezuela has informed the American Vice-Consul at Caracas of his desire to communicate with American manufacturers of perfumes to whom he can export native aromatic plants, such as musk seed (*hibiscus abelmoschus*), rosemary, ginger, and others. Further information may be obtained by communicating with the Chemical Division of the Bureau of Foreign and Domestic Commerce, Washington, D. C.

AUGUST REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, August 7.—Following is the report for August on floral products and essential oils:

Orange

The demand for orange products is still very keen. The recent drop of the franc had brought about large requests from abroad and stocks are at the present time very small.

The last available lots of neroli have been disposed of during the last few days and at the present time the distillation of petitgrain oil is still under way but is near the end. This product has risen considerably, owing to the high price of the raw material.

Rose

The demand for rose products having been larger than expected, and the crop having been clearly short, prices have risen considerably, particularly in the case of the concrete and consequently also in the case of the absolute oil. Stocks are very small and the rise is bound to become greater between now and the next crop, which will take place in May.

Jasmin

The crop is late by at least 15 to 20 days. As a rule the gathering season starts about July 10. It is now the second of August and a few very small lots have begun to arrive at the distilleries, while in former years these initial lots were received by July 10.

The price of the flower has just been fixed. It is 10 francs per kilogram higher than last year. All jasmine products will therefore be higher in price than last year, but purchasers abroad, owing to the drop in the French exchange, will probably pay lower prices in their respective currencies; to French consumers jasmine products will be considerably more expensive.

Tuberose

The plants begin to sprout. It is yet too soon to make any forecasts as to the crop, but it is to be expected that the flowers will be sold at very high prices. There are no stocks left from the last crop.

Aspic Oil

This oil will be likewise very expensive, on account of its high cost price. French aspic this year will be in a favorable situation because foreign aspic oil will be scarce and high priced, owing to short crops.

Lavender Oil

Distillation has started in the region of Grasse and of the Alps since about ten days. In many regions the crop will be a short one and in other regions the crop is expected to prove an ordinary one. Cultivated lavender alone has given a satisfactory result, but the crop of wild lavender has practically failed this year.

Labor is always very expensive and as distillers are keen to get supplies of this plant, there is a competition for supply which pushes prices ahead.

One should not expect lower prices than those prevailing last season but rather considerably higher prices are to be looked for. The prices have not yet taken definite shape but in view of the cost price of the oil distilled so far, one may look forward to very high prices.

The stocks from the last season were comparatively small and were made up mainly of lavender oil with small linalyle acetate contents. The stocks brought over from last year, together with the stocks of the new distillation season, will not be sufficient to meet the world demand.

Rosemary Oil

The price of this oil has risen considerably because the stocks are practically exhausted. The soap-making industry has been unable to cover all its requirements. The output has not been a large one so that stiff prices are expected to prevail as far as this oil is concerned from this time on until next Spring.

Tarragon Oil

The crop is a small one. The price of this herb has increased considerably.

Clary Sage Oil

This oil, for which there has been such a large demand in previous years, is apparently somewhat neglected by consumers. The price that is going to be brought by the plant will not prove very interesting for the grower, who will be led to give up the growing of this plant. The result will be the absence of crops, which in turn will bring about a rise in the prices within a few years. The same situation prevailed a few years ago.

Geranium Oils

All geranium oils are rising. Réunion oil is more expensive than Algerian oil, the stocks of which are not very large. No definite drop is expected.

Peppermint Oil

In spite of a slight increase in the demand of the Japanese oil, the other oils have shown no upward tendency but rather a downward tendency.

The price of the Grasse peppermint will undoubtedly be lower than last year, because growers had been led by the price brought by the last crop to extend the growing of this crop. The distillation is going to start soon.

Meeting of the Trade Association of Grasse Perfume Manufacturers

An important meeting, attended by the perfume manufacturers of Grasse, by the Cooperative Associations of Flower Growers and by a few land owners not belonging to any cooperative association, was held during the last few days, which meeting was attended by Mr. Bienaime, President of the Syndicate of French Perfumers of Paris. This meeting was intended to bring about an arrangement between purchasers and sellers of jasmine, in order to avoid too heavy an increase in the price of the flower. Purchasers were offering 30 francs but growers insisted upon 35 francs per kilogram and it is at this figure that the price has been fixed.

Let the Druggist Do It!

Bessie had a new dime to invest in an ice cream soda. "Why don't you give your dime to the mission?" said the minister who was calling.

"I thought about that," said Bessie, "but I think I'll buy the ice cream soda and let the druggist give it to the mission."—*Western Druggist*.



ALBANIA

UNITED STATES PRODUCTS GET CONVENTIONAL RATES.—The Albanian Government issued orders to the customs authorities throughout the country on July 2, 1926, admitting the products of the United States under conventional rates of the tariff.

AUSTRALIA

IMPORTS OF ESSENTIAL OILS.—During the fiscal year ending June 30, 1925, essential oils valued at £130,793 (approximately \$636,504) were imported into the Commonwealth of Australia, compared with £103,424 (\$503,317) in the previous corresponding period.

Of the nonspirituous essential oils, (lavender, lemon, peppermint, and sandalwood, only), £32,756 were imported in 1923-24, as compared with £52,693 in 1924-25. Of these oils 33 per cent (all lemon) was furnished by Italy; about 28 per cent (chiefly peppermint) from the United States; 18 per cent (chiefly lavender) from France; 8 per cent from the United Kingdom, and 6 per cent from the Netherlands.

In 1923-24, the essential oil imports, not elsewhere included, amounted to £70,668, as compared with £78,100 in 1924-25. Of these about 29 per cent originated in the United Kingdom; about 16 per cent in the United States, and about 49 per cent in Italy, Ceylon, France and other countries.

Appreciably more oils were imported during 1924-25 than in the preceding fiscal year. There was a decrease of more than 15 per cent in the imports from the United States, indicating a trend toward buying from other countries, especially the United Kingdom, which enjoys free entry of these products under the British preferential tariff, whereas the general tariff, applying to other countries, imposes a duty of 10 per cent ad valorem on all oils imported.

BULGARIA

ROSE OIL EXPORTS.—In April, 1926, the official statistics report that exports of rose oil from Bulgaria totaled 121 kilos, valued at 7,058,230 levas, consigned to the following countries: Great Britain, 29 kilos; Germany, 50 kilos; Austria, 100 grams; Italy, 480 grams; United States, 7 kilos; France, 30 kilos, and Switzerland, 5 kilos. During the first four months of the present year 622 kilos were exported, valued at 36,090,004 levas. These figures are based on official returns.

FRANCE

PERFUMERY AND SOAP TAXES.—The new perfumery tax, which came into force in July, affects, among other goods, almond paste, beauty creams, hair dyes, extracts, essences, face powder, sachets, toilet alcohols (eau de Cologne, etc.).

(Continued on Page 352)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

At the middle of the month, conditions in the market begin to look considerably brighter than they did earlier in the period. The last two weeks in July found business dragging materially and prices slipping off rather sharply. The first week in the current month did not improve matters much, although sentiment was a little better. The second week in August has found more inquiry, if not more active business, and a greatly improved feeling in the trade. It can safely be predicted that September will show considerably more activity than has any month since April and that this improvement will undoubtedly carry prices on some materials forward rather sharply.

There are at present very few inflated items on the list. The recent dullness and weakness of the market has brought down many items to levels which ought certainly to be attractive to the manufacturing consumer and probably to the more or less speculative dealer as well. While there has not as yet been any pronounced turn toward higher levels, the situation at present indicates that oils held at today's prices are likely to prove good property in the autumn when a few items are excepted.

Conditions during the month under review have been rather trying to the trade. They have found sales small and buyers not interested. They have seen French exchange break down further, early in the period, and bring the markets on French and French Colonial products down with it quite sharply. They have witnessed, domestic producers of the mint group and allied products holding back all news and prices on new crop goods with the result that they have been unable to purchase ahead and average costs on either a rising or a falling market.

At the same time, the picture has not been a wholly dark one. During the latter part of the period, French exchange has recovered and is bringing French merchandise up, not as rapidly as it went down, but still toward more equitable levels. Business has shown moderate improvement and the prospects are excellent. In addition, the heavy purchases by consumers early this year have been pretty well used up and undoubtedly stocks in their hands are far from heavy.

Turning to the separate items and groups, there has been very little change in floral oils. The decline in exchange was largely offset by rise in franc prices on these materials. In any event, changes in shipment quotations were reflected on spot in only minor fashion. Lavender declined slightly, but other materials have been reasonably steady.

Seed and spice oils are generally lower, reflecting the declines which have been apparent in the raw materials from which they are derived. Clove is conspicuous in this connection with a rather sharp drop in price. Cumin and

coriander are both lower. Ginger has declined further. Caraway, the cheapest on the list for months, on the other hand, has turned slightly firmer although there has been no actual advance.

Oriental oils have been irregular. Cassia and anise have not shown much life, but such changes as have taken place have been toward lower levels. Cananga is extremely scarce both here and for shipment from Java and the small quantities available have been taken up readily at steadily advancing quotations. Ylang ylang weakened, but has since stiffened again owing to the position of the Bourbon type which was affected strongly by French exchange. Citronella is in better shape and looks like a good buy for the consumer for there is some very good oil available at low prices.

Business in domestic oils has been retarded materially by the failure of the country to furnish new crop prices and information. One item, spearmint, is genuinely strong on underproduction and extremely scarce on spot with prices much higher. Peppermint has declined quite sharply and may fall further when new crop goods come forward. They cannot be delayed much longer now. The minor items in the group have been quiet and inclined to be somewhat easier, but too little is known of the new crop to permit of extended comment upon the situation.

Synthetics and Aromatic Chemicals

There are indications in this group which point to more active conditions in the not far distant future. At the same time, business during the last month could have been considerably more active without having any disturbing effect upon values. The fact that changes have been very few can be attributed only to the factor of production and import costs. The character and volume of the business done has had little effect upon the market. Competitive conditions are unchanged. In general, prices are more or less unsettled on items in which domestic and foreign goods are both offered in this market. However, the price situation has not been adversely affected to any great extent, competition being largely on the basis of service and quality. Changes have been few. Vanillin and coumarin are slightly easier, with resale parcels offering in fair volume. Geraniol has firmed up slightly. Linalool has been somewhat cheaper but the tide has also turned in this article and firmer levels are anticipated.

Vanilla Beans

The market has firmed up slightly during the last two weeks owing to the turn about in French exchange. The recent weakness in Bourbons which was the outstanding feature of the situation and which carried all grades probably to levels below their real value, has been overcome by the improvement in the franc. At the same time, buyers, who should be operating quite actively in hot weather, have taken on rather less than was anticipated, with the result that stocks of all grades still exist in fair volume and while not being pressed for sale, can be bought at quite reasonable price levels. The Mexican situation has not changed. Political difficulties in Mexico are not of the sort which are likely to interfere with the markets for Mexican products. No change in the situation on that account is to be anticipated. While the market is still in buyers' favor, it would not be greatly surprising to see this situation reversed, especially if consumers suddenly realize that vanilla is cheaper now than in years and that present prices are somewhat out of relationship with the index of prices for all commodities.

Sundries

The feature is again the menthol position. Reports from Japan are indicative of firmer prices. The Japanese advance quite plausible reasons in the form of light stocks, speculative activity from Europe and a partial crop failure. There is a tendency, however, to consider the recent advance in shipment prices as a manipulated affair. On spot, the market is well controlled and has strengthened quite sharply. How long this will last cannot be foreseen. Other items have been very quiet with few changes of any consequence. Rhubarb is scarce on spot, but there are goods afloat at reasonable prices. Aside from this, values are unchanged from the levels of a month ago.

ORANGE OIL PRODUCTION IN ITALY

Vice-Consul Alexander P. Cruger, Messina, sends the following about the orange oil crops for 1924-25 and 1925-26: The production of orange oil in Italy is practically confined to the Messina district which is composed of the Province of Messina in the Island of Sicily and the Department of Calabria.

For the season 1924-25, one of the important producers of essential oils in Messina places the production of oil of sweet orange at 500,000 Sicilian pounds. The carry over of old oil into the present season is estimated at 50,000 pounds.

For the present season, 1925-26, the yield of sweet orange oil is estimated at 360,000 Sicilian pounds, of which about 300,000 pounds have already been produced. (One British pound equals 1.43 Sicilian pounds.)

A review of the prices quoted for orange oil throughout the year 1925 shows that there has been only a slight variation. The price now is not more than six lire greater than it was a year ago.

The annual declared export return of this district shows that there was exported in 1925, 9,426 gallons of lemon juice with none in 1924. No concentrated lemon or orange juice is produced in this district. The lemon juice exported is usually preserved by the addition of a certain quantity of bisulphate of potash and is shipped to Great Britain, Germany and the Scandinavian countries.

ALWAYS ROOM FOR AN ORIGINATOR

(From *Standard Remedies*, Washington, D. C.)

No doubt everyone with a product to sell is diligently searching for a theme for their advertising copy that will serve to individualize their product and bring it out beyond ordinary competition. Outstanding advertising successes such as Listerine, Genuine Bayer's Aspirin Tablets, Fletcher's Castoria, Vicks Vapo-rub and a host of others serve to spur the efforts of every advertising man in the discovery of an idea that will duplicate the degree of success of these products.

The fact that new products are constantly taking their place in the line of advertising successes, shows that there is ample room in the advertising field for the free range of one's ability in the application of some outstanding theme to the marketing of the product.

It is useless to imitate the advertising that characterizes some other preparation for it is not a permanent means of popularizing your own preparation. You need to analyze your product carefully, its purposes, its adaptability to consumer use, and the human interest that underlies these phases. Half the battle is won when the advertiser is able to strike a theme that shows possibilities of becoming instantly popular.

A DARING INDUSTRIAL ADVENTURE

James McCutchen, who in the early '60s was one of the surveyors who started out to lay plans for a telegraph line from the Pacific Coast to Ashcroft, British Columbia, thence north along the Frazier River and northwest across uncharted mountains and streams to Bering Strait, died recently at Chiliwack, B. C., says the *New York Commercial*. Officials of the Western Union had concluded this was the only way to reach Asia and so across that continent to the continental cities of Europe. The move resulted in the survey being pushed close to the Tanana River, with poles erected and wires strung more than half way across the great stretch of absolutely virgin country from the head of the Frazier River. The completion of the cable forced the abandonment of this enterprise which cost the Western Union a vast sum of money.

James McCutchen, like others of his kind, led the way in progress. There are few of those old time and hardy pioneers left. Would that we could produce another generation of them that the mollicoddle and pacifist tendency of today might get the jolt to which it is entitled.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb...	\$3.00@	\$3.25	Neroli, Bigrade, Pure ...	80.00@100.00	Amyl Valerate	3.00@	3.50
S. P. A.	3.25@	3.35	Petale, extra	100.00@130.00	Anethol	1.40@	
Sweet True90@		Nutmeg	1.90@	Anisic Aldehyde, dom...	3.50@	
Apricot, Kernel70@		Orange, bitter	2.80@	foreign	3.75@	
Amber, crude50@	.65	sweet, W. Indies	2.70@	Benzaldehyde, U. S. P. ...	1.30@	
rectified65@	.90	sweet, Italian	2.80@	F. F. C.	1.55@	
Amyris balsamifera	1.95@		Calif.	2.90@	Benzilidenacetone	2.85@	4.25
Angelica Root	25.00@	40.00	Origanum, imitation35@	Benzophenone	5.50@	
Anise, tech.60@		Orris Root, concrete, do-		Benzyl Acetate, dom. ...	1.15@	
Lead free, U. S. P.63@	.67	mestic	(oz.) 3.25@	foreign	1.15@	1.25
Aspic (spike) Spanish...	1.50@		foreign	(oz.) 4.00@	Benzyl Alcohol	1.25@	
French	1.65@		Orris Root, absolute (oz.)	55.00@ 70.00	Benzyl Benzoate	1.35@	1.50
Bay, Porto Rico	2.15@		Parsley	3.00@ 5.00	Benzyl Butyrate	5.50@	5.75
West Indies	2.65@		Patchouli	6.75@ 8.00	Benzyl Cinnamate	9.50@	
Bergamot, 35-36 per cent.	6.75@		Pennyroyal, American ..	2.85@	Benzyl Formate	3.25@	
Birch, sweet N. C.	1.90@	2.15	French	2.15@	Benzyl Propionate	4.00@	5.00
Penn. and Conn.	3.00@	4.00	Peppermint, Natural	11.00@ 11.50	Borneol	2.75@	
Birchtar, crude18@		Redistilled, Natural	12.00@ 12.50	Bornylacetate	4.50@	
rectified60@		Petit Grain, So. American	2.25@	Bromstrol	4.00@	4.50
Bois de Rose, Femelle...	2.55@		French	15.00@	Carvol	5.25@	
Cade, U. S. P. "IX"30@	.35	Pimento	4.75@	Cinnamic Acid	3.25@	3.50
Cajeput, Native75@	.85	Pinus Sylvestris	1.00@	Cinnamic Alcohol	4.25@	5.25
Calamus	4.00@		Pumilionis	2.25@	Cinnamic Aldehyde	2.85@	3.25
Camphor, "white"15@	.16	Rose, Bulgaria	9.00@ 15.00	Citral, C. P.	3.00@	3.50
sassafrassy18@		Rosemary, French55@	Citronellol, dom.	5.75@	7.00
Cananga, Java Native...	6.00@		Spanish35@	foreign	5.75@	7.00
rectified	6.50@		Rue	4.00@	Coumarin, dom.	3.25@	3.75
Caraway Seed, rectified...	1.50@		Sage	2.00@ 3.00	foreign	3.45@	3.75
Cardamon Ceylon	35.00@ 40.00		Sage, Clary	30.00@	Diethylphthalate32@	
Cassia, 80@85%	1.85@ 2.00		Sandalwood, East India ..	7.35@	Diphenylmethane	1.75@	2.50
rectified, U. S. P.	2.25@ 2.35		Santalum Cygnorum	5.00@	Diphenyloxide	1.00@	1.40
Cedar Leaf90@ 1.00		Sassafras, natural80@	Ethyl Acetate45@	
Cedar Wood25@ .30		artificial30@	Ethyl Benzoate	1.50@	
Celery	9.50@		Savin, French	2.00@	Ethyl Butyrate	1.50@	
Chamomile, oz.	3.50@ 5.00		Snake Root	15.00@	Ethyl Cinnamate	3.75@	
Cinnamon, Ceylon	12.00@ 15.00		Spearmint	8.00@	Ethyl Formate	1.00@	
Citronella, Ceylon45@ .50		Spruce87½@	Ethyl Propionate	2.00@	
Java70@		Tansy	6.50@	Ethyl Salicylate	2.50@	
Cloves, Bourbon	2.50@ 2.75		Thyme, red90@	Eucalyptol	1.05@	
Zanzibar	2.00@		white95@ 1.05	Eugenol	2.75@	3.25
Copaiba55@ .65		Valerian	12.50@	foreign	2.85@	3.25
Coriander	6.50@		Vetivert, Bourbon	16.00@	Geraniol, dom.	2.85@	3.25
Croton	1.00@		Java	18.00@	foreign	3.00@	4.50
Cumin	9.00@ 9.50		East Indain	25.00@	Geranyl Acetate	4.75@	
Cypress	6.50@		Wintergreen, Southern...	4.50@	Geranyl Butyrate	13.00@	
Cubeb	4.50@ 4.75		Penn. and Conn.	8.00@ 9.50	Geranyl Formate	12.50@	
Dillseed	4.00@ 6.00		Wormseed	5.00@	Heliotropin, dom.	1.85@	
Erigeron	6.50@		Wormwood	7.75@	foreign	2.10@	2.35
Eucalyptus Aus. "U.S.P."	.50@ .60		Ylang-Ylang, Manila	26.00@ 32.00	Hydroxycitronellal	8.50@	11.00
Fennel, Sweet90@		Bourbon	8.50@ 10.00	Indol, C. P. (oz.)	3.75@	6.00
Geranium, Rose, Algerian	3.00@				Iso Butyl Benzoate	3.85@	
Bourbon	3.00@				Iso Eugenol	4.00@	
Turkish (Palma rosa) ..	2.80@				Linalool	5.00@	6.50
Ginger	6.50@				Linalyl Acetate 90%	6.75@	7.50
Gingergrass	2.75@				Linalyl Benzoate	13.00@	
Guaiac (Wood)	4.25@				Methyl Acetophenone	3.35@	3.75
Hemlock87½@				Methyl Anthranilate	2.30@	3.00
Juniper Berries, rectified.	3.00@				Methyl Benzoate	2.00@	
Juniper Wood65@				Methyl Cinnamate	4.25@	5.00
Laurel	5.00@				Methyl Eugenol	7.75@	10.00
Lavender, English	32.00@				Methyl Heptonone	9.00@	
U. S. P. "IX"	4.00@ 5.25				Methyl Heptone Carbon	27.00@	35.00
Lemon, Italian	2.55@ 2.85				Methyl Iso Eugenol	12.50@	13.00
Calif.	2.25@				Methyl Octine Car.	27.00@	35.00
Lemongrass	1.15@				Methyl Paracresol	6.50@	
Limes, distilled	8.00@ nom.				Methyl Phenylacetate ..		
expressed	9.00@ 9.50				Art, Honey Aroma	4.50@	5.50
Linaloe	2.60@				Methyl Salicylate43@	.48
Mace, distilled	1.90@				Musk Ambrette	7.00@	9.00
Mirbane15@				Ketone	8.50@	9.50
Mustard, genuine	11.00@ 15.00				Xylene	2.50@	3.25
artificial	2.00@ 2.30				Nerolin	1.50@	1.75
					Nonylic Alcohol	40.00@	52.00

OLEO-RESINS

Capsicum	2.15@	
Ginger	3.25@ 3.50	
Cubeb	4.00@	
Malefern	2.15@	
Oak Moss	15.00@ 15.50	
Orris	6.00@ 15.00	
Pepper, Black	3.85@	
Vanilla	8.50@ 15.00	

DERIVATES A&D CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.50@	
Aldehyde C 14	50.00@	
C 16	25.00@ 40.00	
Amyl Acetate	1.00@	
Amyl Butyrate	1.65@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@ 2.00	
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom. ...	1.45@	
foreign	1.65@	

Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom...	3.50@	
foreign	3.75@	
Benzaldehyde, U. S. P. ...	1.30@	
F. F. C.	1.55@	
Benzilidenacetone	2.85@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom. ...	1.15@	
foreign	1.15@	1.25
Benzyl Alcohol	1.25@	
Benzyl Benzoate	1.35@	1.50
Benzyl Butyrate	5.50@	5.75
Benzyl Cinnamate	9.50@	
Benzyl Formate	3.25@	
Benzyl Propionate	4.00@	5.00
Borneol	2.75@	
Bornylacetate	4.50@	
Bromstrol	4.00@	4.50
Carvol	5.25@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	4.25@	5.25
Cinnamic Aldehyde	2.85@	3.25
Citral, C. P.	3.00@	3.50
Citronellol, dom.	5.75@	7.00
foreign	5.75@	7.00
Coumarin, dom.	3.25@	3.75
foreign	3.45@	3.75
Diethylphthalate32@	
Diphenylmethane	1.75@	2.50
Diphenyloxide	1.00@	1.40
Ethyl Acetate45@	
Ethyl Benzoate	1.50@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	3.75@	
Ethyl Formate	1.00@	
Ethyl Propionate	2.00@	
Ethyl Salicylate	2.50@	
Eucalyptol	1.05@	
Eugenol	2.75@	3.25
foreign	2.85@	3.25
Geraniol, dom.	2.85@	3.25
foreign	3.00@	4.50
Geranyl Acetate	4.75@	
Geranyl Butyrate	13.00@	
Geranyl Formate	12.50@	
Heliotropin, dom.	1.85@	
foreign	2.10@	2.35
Hydroxycitronellal	8.50@	11.00
Indol, C. P. (oz.)	3.75@	6.00
Iso Butyl Benzoate	3.85@	
Iso Eugenol	4.00@	
Linalool	5.00@	6.50
Linalyl Acetate 90%	6.75@	7.50
Linalyl Benzoate	13.00@	
Methyl Acetophenone	3.35@	3.75
Methyl Anthranilate	2.30@	3.00
Methyl Benzoate	2.00@	
Methyl Cinnamate	4.25@	5.00
Methyl Eugenol	7.75@	10.00
Methyl Heptonone	9.00@	
Methyl Heptone Carbon	27.00@	35.00
Methyl Iso Eugenol	12.50@	13.00
Methyl Octine Car.	27.00@	35.00
Methyl Paracresol	6.50@	
Methyl Phenylacetate ..		
Art, Honey Aroma	4.50@	5.50
Methyl Salicylate43@	.48
Musk Ambrette	7.00@	9.00
Ketone	8.50@	9.50
Xylene	2.50@	3.25
Nerolin	1.50@	1.75
Nonylic Alcohol	40.00@	52.00

(Continued on Next Page)

Phenylacetaldehyde 50% imported	6.50@	8.00	Balsam Copaiba S. A. . .	.50@		Patchouli leaves25@	
Pure	6.50@	8.00	Para45@		Peach Kernel meal35@	
Phenylacetic Acid	9.50@	10.50	Balsam Peru	1.95@		Rhubarb Root, Shensi ..	.60@	Nom.
Phenyl Ethyl Acetate	3.25@	4.00	Tolu	1.25@	1.50	High Dried55@	
Phenyl Ethyl Butyrate	10.00@	15.00	Beaver Castor	4.50@	7.00	Powdered60@	.62
Phenyl Ethyl Formate	16.00@	20.00	Cardamon Seed, green ..	1.85@		Rice Starch	12@	.15
Phenyl Ethyl Propionate. .	18.00@		decort	2.65@		Rose leaves, red	2.00@	
Phenyl Ethyl Alcohol, do-	16.50@		Castoreum	4.00@		pale65@	
mestic	6.50@	6.00	Chalk, precipitated03½@	.06½	Sandalwood chips45@	.50
imported	5.25@	6.00	Civet horns	2.25@		Saponin	1.25@	
Rhodinol, dom.	10.50@	20.00	Guarana75@	.80	Styrax	47½@	2.20
foreign	12.50@	22.00	Gum Benzoin Siam	1.20@	1.60	Talc, domestic (ton)	18.00@	40.00
Safrol31@	.34	Sumatra35@	.40	French (ton)	40.00@	45.00
Skatol, C. P. (oz.)	9.00@	10.00	Gum Gamboge, pipe90@		Italian (ton)	50.00@	65.00
Terpineol, C. P. dom. .	.33@	.35	powdered	1.25@		Vetivert root30@	
imported32@	.35	Kaolin03@	03½	Zinc Stearate26@	.30
Terpinyl Acetate	1.25@		Lanolin hydrous18@	.20			
Thymol	3.75@		anhydrous20@	.23			
Vanillin	7.80@	8.15	Menthol, Jap.	5.00@	6.00			
Violet Ketone Alpha	5.00@	9.00	synthetic	3.50@	4.00			
Beta	6.25@	8.00	Musk, Cab, pods. .. (oz.)	20.00@		Tonka, Beans, Para95	1.00
Yara Yara	1.50@	1.75	grains	26.00@	28.00	Tonka, Beans, Angostura	2.00@	2.25
			Tonquin, gr. (oz.)	36.00@		Vanilla, Beans, Mexican.	5.25@	6.50
			pod. (oz.)	25.00@		Mexican, cut	4.00@	4.50
			Orange flowers	1.00@		Vanilla, Beans, Bourbon,		
			Orris Root, Florentine ..	.10@	.12	whole	3.30@	
			powdered15@	.25	Bour, cut	3.00@	
			Orris Root, Verona08½	.12	Vanilla, Beans, Tahiti,		
			powdered12@	.25	yellow label	3.25@	
						white label	3.50@	

FOREIGN CORRESPONDENCE

(Continued from Page 349)

and toilet vinegars. Toilet and shaving soaps are dutiable if sold at over 3 francs the cake or stick. Should any of the above articles be advertised as possessing preventive or curative properties, they will be taxed as pharmaceutical preparations, but it is understood that the same article will not be liable to two taxes. Indeed, anything which pays duty as a pharmaceutical preparation or as perfumery will, by this fact alone, escape the "luxury" tax. The principal articles still taxed as "luxuries" are dentifrice powders and pastes sold at over 4 francs, and liquid dentifrices sold at over 40 francs a litre.

GREECE

EXPORT DUTY ON OLIVE OIL.—The duty on the exportation of olive oil from Greece has been increased from 12 per cent to 24 per cent of its average market price, according to a legislative decree effective from the time of publication in the *Official Greek Gazette* of June 4, 1926.

Minor changes in the export taxes on soap made of olive oil and on olive stone oil were made by a legislative decree recently published in the *Official Greek Gazette*.

ITALY

MESSINA OIL EXPORTS.—The Camera Agrumaria reports that the exports of essential oils from the Messina district during May, 1916, are as follows: Lemon, 57,801 kilos; Sweet Orange, 5,375 kilos; Bergamot, 5,218 kilos; Mandarin, 227 kilos, other oils, 8 kilos; total 68,629 kilos.

TOILET ARTICLES TAXES REDUCED—The Italian sales tax on perfumes, toilet articles and cosmetics was reduced from 3 per cent *ad valorem* (the rate on super-luxuries) to 2 per cent (the rate on ordinary luxuries) by a ministerial decree effective July 1. Essences, extracts, toilet waters, cosmetics, vaseline, hair oils, and petroleum, pomades and hair dyes, mouth washes, tooth powders and pastes, and similar substances or articles used and applied as perfumes

or cosmetics, whether in bulk or in boxes, bottles, jars or other containers will, therefore, be subject to a 2 per cent sales tax.

The decree further provides that all toilet soap, even not perfumed and antiseptic, shall be taxed at 1 per cent ad valorem instead of 3 per cent, as formerly.

Furthermore, the tax which has been paid on soap sold by the manufacturer through branch agents, representatives or middlemen, including sales made by traveling salesmen to hotels and pensions, has been abolished.

SPAIN

ESSENTIAL OILS.—There was a greatly increased movement of essential oils from Malaga to the United States in May, according to the customs statistics. Shipments to the American market constituted practically the only exports as the only other shipments were 200 kilos to France and 100 kilos to Germany. Part of the rosemary and most of the lavender oils exported to the United States went on consignment.

Exports to the United States for May consisted of 29,564 pounds of rosemary valued at \$12,401; 1,157 pounds of lavender, \$4,876; 2,561 pounds of juniper, \$452; and 1,157 pounds of thyme, \$809; a total of 37,013 pounds valued at \$18,538, compared with a total of 5,722 pounds worth \$6,801 in April, and 20,628 pounds worth \$7,779 in May of last year.

The export trade in essential oils from the Malaga district was relatively unimportant in 1925. A reduced demand prevailed throughout the year and shipments to the United States, the principal market fell off 60,582 pounds compared with the preceding year, and the total value was \$53,872 less than in 1924. There has been a steady decrease in trade with the United States since 1922, in which year the total value of the oils shipped was nearly three times that in 1925. In 1920 exports of essential oils to the United States had a value of \$324,191.

In point of value thyme was the principal export to the United States last year, but the cheaper oil of rosemary was first in quantity.



DETERMINATION OF RESIN IN SOAP*

By G. DE BELSUNCE

Of the soap to be analyzed 3 g. are dissolved in 60-80 cc. of water. It is best to allow the solution to cool off over night to a temperature of less than 23° C, and then to pour it into a mixture of a solution of 16.5 cc. of aluminum sulfate (55.5 g. of the aqueous salt per liter) and 20 cc. of water, which likewise has a temperature of less than 23° C. The resulting mixture is at once poured upon a folded filter, and the residue is at first washed with water until 50 cc. of the filtrate, which has been treated with a drop of phenolphthalein turns red by using a drop of normal soda lye, thereupon is washed three times with 15 cc. of 65° alcohol, twice with 15 cc. of 90° alcohol, and thence once more with 65° alcohol, in which process the alcohol used in the washing must in no case be allowed to flow off completely before adding the next following portion, since the precipitate easily becomes baked and impenetrable. The alcoholic filtrate is then titrated with normal soda lye, and put into the drying chamber. The weight of the residue, computed as resin-acid sodium (in reality the residue consists of sodium salts of fatty acids, which latter probably were crowded out of their aluminum salts by the resin) yields the amount of the resin in the soap under investigation. The result ought to be checked up by comparison with that obtained by titration of the alcoholic solution. It is shown that this method yields results much more accurate than Twitchell's, in such cases in which the resin content lies under 5%, but can not be used when it is above 20%. (*Bull. Mat. Grasses* 1925 [4], 79-85d. *J. Soc. Chem. Ind.*)

*From *Seifens-Ztg.* Vol. 53, No. 6, Feb., 1926, p. 99.

Detecting Chromium in Fats

Detection and determination of small amounts of chromium in fats. A. O. Snoddy (*J. Oil and Fat Ind.*, 2, 20-25).—200 g. of fat are ignited in a muffle, the ash is fused with sodium and potassium carbonates, and the aqueous solution of the fused mass, after acidification with hydrochloric acid, is diluted to 200 c.c. An aliquot part of this solution, after addition of 5 c.c. of 20% hydrochloric acid and 1 c.c. of diphenylcarbazide solution (0.1–0.2 g. in 10 c.c. of glacial acetic acid, diluted to 100 c.c. with 95% alcohol), is compared colorimetrically with potassium dichromate and carbonate solution similarly treated, the violet color reaching a maximum intensity within 10 min. Small amounts of iron, aluminum, copper, and silicon do not interfere.

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

Soap Industry in Manila

There are 46 soap factories in Manila, 42 of which are owned by Chinese.

SAPONIFICATION UNDER PRESSURE*

By Dr. C. H. KENTGEN

The publications by Dr. Stiepel in No. 45, 1925, of this periodical (p. 637) and by Dr. Ad. Welter in No. 48 likewise of this periodical, concerning the above subject, and the communications by Dr. K. Loeffl at the central assembly of German chemists in Nuernberg, September, 1925, persuade me to make report at this time concerning some earlier experiences with this subject. About 25 years ago I had the opportunity of a lengthy conversation with one of the firm members and at the same time a man of technical knowledge and a leader in one of the largest English soap factories concerning improvements in the soap industry. In this connection, among other things, the advantages which may be gained by saponification under pressure, and certain experiences made in England and America with this method were also discussed.

The information imparted to me seemed so interesting and worthy of attention that I was led to persuade the owners of the soap factory, which was situated abroad and in which I was at the time employed (which as a matter of fact caused me much trouble), that they also make experiments, at first on a small scale and later more extensively.

At first experiments were made with 1,000 kg. of fat addition each in an autoclave which had been laid aside, but which was still capable of withstanding a pressure of 3 atm., equipped with a simple crutching device, a manometer, a safety valve, a steam coil, etc. The first experiment did not give much promise, for emulsification refused to take place. This probably was due to the fact that too strong a lye was used (if I recall aright, 38° Bé in strength), which my English associate had advised. After the addition of a little water, however, everything passed off excellently. Further sample batches of the same quantity also came out with unusual rapidity. Nevertheless, it was well that these smaller batches were first made before we risked the use of larger quantities. In case of these first trial experiments under pressure, it was found, manometer and safety appliance sometimes failed to work since soap masses had been thrown up and had plugged up the corresponding openings, as has been also mentioned by Dr. Welter. Then, of course, the only thing to do was to cautiously reduce the pressure and to remove the offending lumps of soap. The trial experiments also failed to function as desired, so that it was not always possible to promptly control the course of events in the interior of the pressure vat.

However, we concluded to boil larger batches. We had the loan of a pressure vat in which it was possible to boil a batch with 6,000-7,000 kg. of fat addition. A mechanical crutching apparatus was built into the pressure vat, which in its form was not unlike an ordinary fat-splitting autoclave. It was provided both with an open and with a closed steam coil, as well as with a special provision for admitting steam for the purpose of mixing the fat and the lye. The samplers were improved, so that at any time samples of sufficient quantity could be taken without much trouble. The four samplers were attached at four different places of the apparatus, and it was no longer difficult to take satisfactory samples. The supports for the safety appliance and the manometer were fastened on the inside of the apparatus and were protected by specially constructed tin

**Zeitschr. d. Deut. Oel-u. Fett-Ind.* Vol. 46, No. 15 (1926).

Phenylacetaldehyde 50%	6.50@	8.00	Balsam Copaiba S. A. ..	.50@	Patchouli leaves25@
imported	6.50@	8.00	Para45@	Peach Kernel meal35@
Pure	9.50@	10.50	Balsam Peru	1.95@	Rhubarb Root, Shensi ..	.60@ Nom.
Phenylacetic Acid	3.25@	4.00	Tolu	1.25@ 1.50	High Dried55@
Phenyl Ethyl Acetate ..	10.00@	15.00	Beaver Castor	4.50@ 7.00	Powdered60@ .62
Phenyl Ethyl Butyrate ..	16.00@	20.00	Cardamon Seed, green ..	1.85@	Rice Starch	12@ .15
Phenyl Ethyl Formate ..	18.00@		decort	2.65@	Rose leaves, red	2.00@
Phenyl Ethyl Propionate.	16.50@		Castoreum	4.00@	pale65@
Phenyl Ethyl Alcohol, do-			Chalk, precipitated03½@ .06½	Sandalwood chips45@ .50
mestic	5.25@	6.00	Civet horns	2.25@	Saponin	1.25@
imported	5.25@	6.00	Guarana75@ .80	Styrax	47½@ 2.20
Rhodinol, dom.	10.50@	20.00	Gum Benzoin Siam	1.20@ 1.60	Talc, domestic (ton)	18.00@ 40.00
foreign	12.50@	22.00	Sumatra35@ .40	French	(ton) 40.00@ 45.00
Safrol31@	.34	Gum Gamboge, pipe90@	Italian	(ton) 50.00@ 65.00
Skatol, C. P. (oz.)	9.00@	10.00	powdered	1.25@	Vetivert root30@
Terpineol, C. P. dom. ..	.33@	.35	Kaolin03@ .03½	Zinc Stearate26@ .30
imported32@	.35	Lanolin hydrous18@ .20		
Terpinyl Acetate	1.25@		anhydrous20@ .23		
Thymol	3.75@		Menthol, Jap.	5.00@ 6.00		
Vanillin	7.80@	8.15	synthetic	3.50@ 4.00		
Violet Ketone Alpha	5.00@	9.00	Musk, Cab, pods. .. (oz.)	20.00@		
Beta	6.25@	8.00	grains	(oz.) 26.00@ 28.00		
Yara Yara	1.50@	1.75	Tonquin, gr. (oz.)	36.00@		
			pods	(oz.) 25.00@		
			Orange flowers	1.00@		
			Orris Root, Florentine ..	.10@ .12		
			powdered15@ .25		
			Orris Root, Verona08½ .12		
			powdered12@ .25		

SUNDRIES

Alcohol Cologne spts., gal.	4.97@	5.12
Almond Meal28@	.30
Ambergris, black .. (oz.)	15.00@	18.00
gray	(oz.) 28.00@	32.00

FOREIGN CORRESPONDENCE

(Continued from Page 349)

and toilet vinegars. Toilet and shaving soaps are dutiable if sold at over 3 francs the cake or stick. Should any of the above articles be advertised as possessing preventive or curative properties, they will be taxed as pharmaceutical preparations, but it is understood that the same article will not be liable to two taxes. Indeed, anything which pays duty as a pharmaceutical preparation or as perfumery will, by this fact alone, escape the "luxury" tax. The principal articles still taxed as "luxuries" are dentifrice powders and pastes sold at over 4 francs, and liquid dentifrices sold at over 40 francs a litre.

GREECE

EXPORT DUTY ON OLIVE OIL.—The duty on the exportation of olive oil from Greece has been increased from 12 per cent to 24 per cent of its average market price, according to a legislative decree effective from the time of publication in the *Official Greek Gazette* of June 4, 1926.

Minor changes in the export taxes on soap made of olive oil and on olive stone oil were made by a legislative decree recently published in the *Official Greek Gazette*.

ITALY

MESSINA OIL EXPORTS.—The Camera Agrumaria reports that the exports of essential oils from the Messina district during May, 1916, are as follows: Lemon, 57,801 kilos; Sweet Orange, 5,375 kilos; Bergamot, 5,218 kilos; Mandarin, 227 kilos, other oils, 8 kilos; total 68,629 kilos.

TOILET ARTICLES TAXES REDUCED.—The Italian sales tax on perfumes, toilet articles and cosmetics was reduced from 3 per cent ad valorem (the rate on super-luxuries) to 2 per cent (the rate on ordinary luxuries) by a ministerial decree effective July 1. Essences, extracts, toilet waters, cosmetics, vaseline, hair oils, and petroleum, pomades and hair dyes, mouth washes, tooth powders and pastes, and similar substances or articles used and applied as perfumes

or cosmetics, whether in bulk or in boxes, bottles, jars or other containers will, therefore, be subject to a 2 per cent sales tax.

The decree further provides that all toilet soap, even not perfumed and antiseptic, shall be taxed at 1 per cent ad valorem instead of 3 per cent, as formerly.

Furthermore, the tax which has been paid on soap sold by the manufacturer through branch agents, representatives or middlemen, including sales made by traveling salesmen to hotels and pensions, has been abolished.

SPAIN

ESSENTIAL OILS.—There was a greatly increased movement of essential oils from Malaga to the United States in May, according to the customs statistics. Shipments to the American market constituted practically the only exports as the only other shipments were 200 kilos to France and 100 kilos to Germany. Part of the rosemary and most of the lavender oils exported to the United States went on consignment.

Exports to the United States for May consisted of 29,564 pounds of rosemary valued at \$12,401; 1,157 pounds of lavender, \$4,876; 2,561 pounds of juniper, \$452; and 1,157 pounds of thyme, \$809; a total of 37,013 pounds valued at \$18,538, compared with a total of 5,722 pounds worth \$6,801 in April, and 20,628 pounds worth \$7,779 in May of last year.

The export trade in essential oils from the Malaga district was relatively unimportant in 1925. A reduced demand prevailed throughout the year and shipments to the United States, the principal market fell off 60,582 pounds compared with the preceding year, and the total value was \$53,872 less than in 1924. There has been a steady decrease in trade with the United States since 1922, in which year the total value of the oils shipped was nearly three times that in 1925. In 1920 exports of essential oils to the United States had a value of \$324,191.

In point of value thyme was the principal export to the United States last year, but the cheaper oil of rosemary was first in quantity.



DETERMINATION OF RESIN IN SOAP*

By G. DE BELSUNCE

Of the soap to be analyzed 3 g. are dissolved in 60-80 cc. of water. It is best to allow the solution to cool off over night to a temperature of less than 23° C. and then to pour it into a mixture of a solution of 16.5 cc. of aluminum sulfate (55.5 g. of the aqueous salt per liter) and 20 cc. of water, which likewise has a temperature of less than 23° C. The resulting mixture is at once poured upon a folded filter, and the residue is at first washed with water until 50 cc. of the filtrate, which has been treated with a drop of phenolphthalein turns red by using a drop of normal soda lye, thereupon is washed three times with 15 cc. of 65° alcohol, twice with 15 cc. of 90° alcohol, and thence once more with 65° alcohol, in which process the alcohol used in the washing must in no case be allowed to flow off completely before adding the next following portion, since the precipitate easily becomes baked and impenetrable. The alcoholic filtrate is then titrated with normal soda lye, and put into the drying chamber. The weight of the residue, computed as resin-acid sodium (in reality the residue consists of sodium salts of fatty acids, which latter probably were crowded out of their aluminum salts by the resin) yields the amount of the resin in the soap under investigation. The result ought to be checked up by comparison with that obtained by titration of the alcoholic solution. It is shown that this method yields results much more accurate than Twitchell's, in such cases in which the resin content lies under 5%, but can not be used when it is above 20%. (*Bull. Mat. Grasses* 1925 [4], 79-85d. *J. Soc. Chem. Ind.*)

*From *Seifens-Ztg.* Vol. 53, No. 6, Feb., 1926, p. 99.

Detecting Chromium in Fats

Detection and determination of small amounts of chromium in fats. A. O. Snoddy (*J. Oil and Fat Ind.*, 2, 20-25).—200 g. of fat are ignited in a muffle, the ash is fused with sodium and potassium carbonates, and the aqueous solution of the fused mass, after acidification with hydrochloric acid, is diluted to 200 c.c. An aliquot part of this solution, after addition of 5 c.c. of 20% hydrochloric acid and 1 c.c. of diphenylcarbazide solution (0.1–0.2 g. in 10 c. c. of glacial acetic acid, diluted to 100 c.c. with 95% alcohol), is compared colorimetrically with potassium dichromate and carbonate solution similarly treated, the violet color reaching a maximum intensity within 10 min. Small amounts of iron, aluminum, copper, and silicon do not interfere.

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

Soap Industry in Manila

There are 46 soap factories in Manila, 42 of which are owned by Chinese.

SAPONIFICATION UNDER PRESSURE*

By Dr. C. H. KENTGEN

The publications by Dr. Stiepel in No. 45, 1925, of this periodical (p. 637) and by Dr. Ad. Welter in No. 48 likewise of this periodical, concerning the above subject, and the communications by Dr. K. Loeffl at the central assembly of German chemists in Nuernberg, September, 1925, persuaded me to make report at this time concerning some earlier experiences with this subject. About 25 years ago I had the opportunity of a lengthy conversation with one of the firm members and at the same time a man of technical knowledge and a leader in one of the largest English soap factories concerning improvements in the soap industry. In this connection, among other things, the advantages which may be gained by saponification under pressure, and certain experiences made in England and America with this method were also discussed.

The information imparted to me seemed so interesting and worthy of attention that I was led to persuade the owners of the soap factory, which was situated abroad and in which I was at the time employed (which as a matter of fact caused me much trouble), that they also make experiments, at first on a small scale and later more extensively.

At first experiments were made with 1,000 kg. of fat addition each in an autoclave which had been laid aside, but which was still capable of withstanding a pressure of 3 atm., equipped with a simple crutching device, a manometer, a safety valve, a steam coil, etc. The first experiment did not give much promise, for emulsification refused to take place. This probably was due to the fact that too strong a lye was used (if I recall aright, 38° Bé in strength), which my English associate had advised. After the addition of a little water, however, everything passed off excellently. Further sample batches of the same quantity also came out with unusual rapidity. Nevertheless, it was well that these smaller batches were first made before we risked the use of larger quantities. In case of these first trial experiments under pressure, it was found, manometer and safety appliance sometimes failed to work since soap masses had been thrown up and had plugged up the corresponding openings, as has been also mentioned by Dr. Welter. Then, of course, the only thing to do was to cautiously reduce the pressure and to remove the offending lumps of soap. The trial experiments also failed to function as desired, so that it was not always possible to promptly control the course of events in the interior of the pressure vat.

However, we concluded to boil larger batches. We had the loan of a pressure vat in which it was possible to boil a batch with 6,000-7,000 kg. of fat addition. A mechanical crutching apparatus was built into the pressure vat, which in its form was not unlike an ordinary fat-splitting autoclave. It was provided both with an open and with a closed steam coil, as well as with a special provision for admitting steam for the purpose of mixing the fat and the lye. The samplers were improved, so that at any time samples of sufficient quantity could be taken without much trouble. The four samplers were attached at four different places of the apparatus, and it was no longer difficult to take satisfactory samples. The supports for the safety appliance and the manometer were fastened on the inside of the apparatus and were protected by specially constructed tin

**Zeitschr. d. Deut. Oel-u. Fett-Ind.* Vol. 46, No. 15 (1926).

shields, so that there was no longer any fear of their being stopped up. An exact description of these tin protectors would be too long for this paper. In order to be quite safe, additional provision was made for blowing by means of steam from without inward. The safety appliance recommended by Dr. Welter is certainly so well thought out that its application can be safely recommended.

In the course of the experiments a thermometer was added to the apparatus in order to be able to determine any suddenly occurring reaction and the rapid rise of temperature caused by the same, etc.

For the sample batches, as above stated, 6,000-7,000 kg. of fat were taken. This included almost exclusively grained fats, namely tallow, palm oil, bone fat, sesame oil, and refuse fat, usually with an addition of 20-25% of resin. For three batches 10% of palm kernel oil was added. For the smaller batches, with the exception of the first one, palm kernel oil was added each time.

It then turned out in case of the first large batches, which contained neither resin nor palm kernel oil, that, exactly in accordance with the statements of my English informant, which was strongly doubted by me, the emulsification with the use of exclusively grained fats occurred in the shortest time also than when the beginning was promptly made with comparatively concentrated lye at 20-25° Be.

The accelerating action of varying high pressures upon the saponifying process was tried out, and the following results were noted. At a pressure of 2 atm. complete saponification resulted in 2½-3 hours, at 3 atm. in 1¼-1¾ hours, at 4 atm. in 1-1½ hours and 4½ atm. in 1-1¼ hours. To use higher pressure seemed undesirable, since the tendency to shorten the time of saponification by increasing the pressure above 3 atmospheres was only slight. Besides, the available appliance was not sufficiently safe for a pressure higher than 4½ atm.

Possibly the saponification process could have been shortened by using a good crutching machine, but even without such aid the saponification always was completed within 1½ hours at a pressure of 3 atm., when resin or palm kernel oil was used, at longest 1¾ hours, when only palm kernel fats came into question. Two experiments with soft soap resulted very successfully and the time of saponification was 1 hour. By saponification time is meant the time counted from the moment of the completion of the filling to the full saponification.

Fat and lyes always were simultaneously pumped into autoclave, while the steam mixer was in operation. The fat or fatty mixture was previously warmed in a calibrated receptacle and was well stirred, after which the saponification number was determined. After this, by considering the specific gravity and the temperature of the fat, the required amount of lye could be computed. The lye was likewise put into a separate receptacle, and from this was pumped into the boiling vessel at the same time with the fat. Slight corrections, when necessary, could later be easily made by the addition of small quantities of lye or fat. The putting together of fat and lye passed off rapidly, since it was only necessary to pump away till the prepared quantities were brought together. In this connection the saving of time as compared with the ordinary method was in any case of no particular importance. Of essentially greater importance, however, is the very short time in which the salting out process and the separation of the spent lye passed off. For salting out a hot saturated solution of common salt was used. The spent lye separated in a surprising manner smoothly and quickly from the grain. The salting out and settling of the spent lye required only 1½-2 hours. Naturally the drawing off of the spent lye and of the fluid soap did not pass off more rapidly or scarcely more rapidly than is the case from a boiling kettle. Soap-cooling presses, there were none in those days, at least none that were usable, for these were only just beginning to be experimented with. The finished soap was therefore drawn off into molds.

It is not intended to assert here that there were no failures either in the earlier smaller batches or in the later larger batches. However, the result of the experimental efforts, after the initial difficulties had once been overcome was very satisfactory and encouraging. The advantages of saponification under pressure are, in my judgment: 1, rapid and complete saponification; 2, large saving of time; 3, a considerably smaller consumption of fuel. It is espe-

cially the last consideration that is very important. It makes a great difference whether the soap must be kept boiling in the open kettle one-half day or longer, or whether it is finished in 1-1½ hours. Furthermore, it is of no little importance that by the use of the more impure fats both the color and the odor of the soap are better than can be obtained by boiling in an open kettle, unless one makes two or three changes of water, which, of course, also costs time and money. This advantage has already been mentioned in the publications referred to, and the writer of these lines had the same experience in making soap under pressure.

It may further be mentioned that batches with the formation of nigrés were not experimented with. There is, however, no reason to assume that such experiments could not be carried out with equal success by an experienced soap master.

The permanent adoption of the results of the experiments which had proved so favorable did not, however, materialize and was for the time retarded. A complete reconstruction of the factory would have been necessary. Upon this the owners were not able to decide, since a fat-splitting apparatus (a system of autoclaves) with machinery for using steam and glycerine had just been constructed, and they were not able to decide upon further greater expenditures at the time. They also feared that pressure vats for boiling of larger quantities would need to be of very large dimensions in order thereby to avoid an ever present danger of explosion. Finally, the factory was situated in very close proximity to a very productive coal mine, and therefore was not under necessity to be economical in the use of fuel, as is the case in Germany at the present time.

Germany today is required to be economical wherever it is possible, especially with labor, time, and, most important, with coal, and therefore it is necessary to consider seriously whether saponification under pressure in many cases is not to be introduced with advantage. It is true, the present time, on account of the prevailing scarcity of money, is not very favorable to the introduction of new appliances, but the writer of these lines is of the opinion that especially soap factories of medium size should not allow the advantages of saponification under pressure to escape them as soon as the economic relations are sufficiently improved to consider new investments. Saponification under pressure is suitable for medium sized factories, possibly also for smaller ones even more than for very large factories, and would by this adoption equalize other advantages which are at the disposal of the large factories for lessening the cost of manufacture.

The technical difficulties which earlier confronted the building of large suitable pressure vats, which would also be safe are overcome, or may be overcome so far as not yet accomplished. The building of apparatus in recent decades has made undreamed of progress, and is in the way of conquering other problems. Whoever has in any measure a sense of interest in other chemical industries knows that appliances are being employed in which very large quantities are employed with considerably higher pressure than comes into question in the manufacture of soap under pressure.

As far as my data and information goes—and it seems to me entirely reliable—a saponification under pressure in America has been successfully introduced in several factories. So I was assured, among others, by an American expert of first rank who paid me a visit 1½ years ago.

The German soap manufacturer and maker has often proved that he is not attached too eagerly and conservatively to ancient usages, and in my judgment he would do well to study somewhat more closely the problem under discussion in so far as it is still a problem.

Kirk Soap Case Goes Over to Sept. 7

The Federal Trade Commission will hold hearing here September 7 on its original complaint against the James S. Kirk Co., Chicago, involving the use of the word "castile" in labeling soaps, the oil content of which is not wholly olive oil. Following the commission's recent rejection of the respondent's motion to dismiss the complaint, the case was set for hearing on July 28 but the respondent obtained a postponement.

THE PURIFICATION OF FATS AND OILS BY WASHING WITH SULPHURIC ACID

By ROBERT E. DIVINE, Consulting Chemist, Teaneck, N. J.

(Written Specially for This Journal)

This means of fat purification has been practically employed in the fat-splitting, stearic acid and soap industries throughout a long period. A discussion of the technology of the process therefore may be of interest to some readers of this journal and offers a sufficient excuse for writing this article.

The writer's experience with the operation covers its use with the various grades of tallow and grease, cottonseed, coconut, palm and Soya bean oils, and cottonseed and olive oil foots.

Each of these fatty materials varies in quality and, of course, the acid-washed fat will vary also, but when it is taken into consideration that the acid wash constitutes a means of removing excess moisture, extraneous dirt, albuminous and mucilaginous matters, lime and other bases if present, it is a very efficacious process.

The conditions favoring a good purification are as follows:

The fat or oil must be in the liquid state.

Water must be well settled out before applying the acid.

The temperature of the fat or oil should be no higher than practically necessary to maintain the liquid condition.

The acid must be brought into intimate contact with the fat.

Acid must not be stronger than 60 Bé.

The fat or oil is best treated in a tank lined with hard lead; the shape of the tank is not highly important. It may be round or square and made of wood or steel. If of wood it can be used without lining, but an unlined tank offers more or less risk of loss by leakage. The writer favors a steel tank with cone bottom, lined with hard lead, provided with lead coils for both open and closed steam.

Spent acid is drawn off at the apex of the cone; oil is removed through a pipe either connected through the side of the tank or it is pumped over the top, in either case through a swing suction arm which can be raised or lowered at will.

Highly important is the equipment for agitating the oil while the acid is being added, for securing proper contact of the oil with it.

While it is possible to secure a tolerable result by agitating the oil with a paddle on a small scale, a thoroughly satisfactory agitation can be accomplished only by mechanical means.

As good mixing equipment as I have seen consists of a Duriron rotary pump which draws from the bottom and discharges into the top of the tank. Its capacity should be great enough to empty the tank in twenty minutes or half an hour. An installation of this character is very effective. A standard acid washing operation is carried out as follows:

The melted fat—let us say tallow—is pumped into the treating tank and allowed to cool down to 110-120 F.

Any water which has settled out is then drawn off through the bottom or cone if there is one. The mixing pump is started and the acid (sulfuric 60 Bé.) is run in slowly. A sufficient quantity to use is in most cases 2%

of the weight of the fat under treatment, rarely less. In exceptional cases a larger quantity used is determined by preliminary laboratory tests. After agitating for half to three-quarters of an hour the pump is stopped and the mixture allowed to stand about an hour. It is then heated to boiling with open steam and boiled fifteen or twenty minutes until the froth and foam on the surface of the fat disappears. It is then allowed to settle several hours, best until the following day, then the spent acid is drawn off. The clear fat is then pumped off through the swing pipe.

The bottom of the tank will be found covered with a layer of slimy, tarry matter removed from the fat by the action of the acid on the impurities. Sulfuric acid acts by dehydrating the mucilaginous matters which are in a condition analogous to colloidal suspension in the fat. The later action of steam flocculates this matter and it readily settles out of the hot oil on standing.

If lime or alkaline soaps are present they are broken up and the lime settles out as calcium sulfate. Sodium sulfate or bisulfate remain in solution in the spent acid.

Tallow, Soya bean oil and most other fats are darkened by contact with the acid, but they all lighten up again after steaming. The treatment does frequently effect a slight darkening in color but the products of saponification of the acid washed fat are lighter in color, brighter and of a much better odor.

Soap made from unwashed fats is frequently of a musty odor and has a muddy appearance.

Well settled, acid washed fat will retain no free sulfuric acid or in exceptional instances a mere trace.

The acid wash invariably increases the free fatty acid content of fats and oils, and the increase is greater the more free fatty acid is present at the start. It is believed that no glycerine is set free during the operation as none is ever found in the spent acid.

There are two ways in which fatty acids are set free under the conditions of the acid wash.

First, from the decomposition of small quantities of soaps of heavy metal or earthy base which are formed during rendering or other handling of the fat by contact with metals and by the purposeful addition of lime or other base to decomposing animal matter.

Second, from a slight decomposition of triglycerides by which diglycerides are formed and fatty acids are set free.

In acid washing garbage grease and the greases obtained by acidulating cottonseed foots it is customary to use more than 2% by weight of acid, some operators employing up to 5% of the fat under treatment.

Occasionally very stubborn emulsions are formed with these materials. Twitchell's reagent and the Kontakt saponifiers are useful in breaking these emulsions.*

In applying the acid wash to these materials it is preferred by some operators to run the acid into the fat while boiling with open steam. The spent acid is run off through

* The active ingredient is a sulfonic acid. The Standard Oil Co. of Indiana has patented the use of a certain variety of sulfonic acid for breaking up emulsions of mineral oils which are encountered in large quantities in refining with sulfuric acid.

baffle tanks from which fat suspended in the wash waters is recovered by skimming after settling out.

These tanks are built of great length and with numerous baffles to intercept the floating grease. From the last compartment the spent acid overflows to waste.

Occasionally a material is met with which is best handled by prolonged boiling with acid of about 20% strength.

Whenever there is any doubt about the most advantageous procedure laboratory experiments on quantities of about 100 grams will point the way to follow in the plant.

Laboratory tests should simulate plant procedure.

Samples are weighed out in glass bottles and the temperature is adjusted appropriately. Satisfactory contact of the acid and fat is secured by shaking the bottles by hand. After standing a short time steam is passed into the bottle until the sample is well boiled, after which it is placed in a steam bath to settle. The underlying acid layer is removed with a pipette and the fat is washed a couple of times with hot water and filtered through a dry filter.

When it is desired to make bleaching experiments with Fuller's earth on the acid washed samples, larger quantities should be taken for the acid treatment.

If one wishes to observe the action of dilute acid on fats or oils the weighed fat and dilute acid are boiled with open steam while the containing vessel is kept hot by steam or hot water.

Fats and oils which have been cleaned by acid washing yield glycerine lyes which are relatively cleaner and more responsive to the usual clarifying treatments. Crude glycerine made from these lyes will be lower in organic residue and of better color than crudes made from lyes which have been obtained from untreated fats.

The splitting of fats by the Twitchell Process is greatly facilitated by acid washing them. The fat cleavage sets in very promptly with acid washed fats while with the unwashed fats the splitting is often delayed materially.

There is some loss in weight in acid washing corresponding to the amount of non-fatty matters present in the oil under treatment. With most commercial fats it will seldom exceed 2% by weight, which includes the moisture.

If it is desired to be convinced of the value of the acid wash as a means of purifying commercial fats it is recommended that the process be tried out on a dry rendered tallow.

Its efficacy will be demonstrated in an indisputable manner.

Naphthenic Soap

J. Mikumo (*J. Soc. Chem. Ind. Japan*, 1925, 28, 1121-1126).—Sodium soap, prepared from a mixture of Japanese naphthenic acids (d_4^{20} 0.9708, acid value 249.2), was examined with regard to its surface and interfacial tensions, and emulsifying, lathering, and detergent powers. Parallel tests were made with sodium soaps from Kahlbaum's oleic acid, cocoanut oil, and rosin. The naphthenic soap is extremely soluble in cold water, and is superior even to cocoanut oil soap in lathering power. It is, however, soft and is far inferior to the oleate in detergent action. It may be regarded as intermediate between fatty and rosin soaps.

Reduces Charge for Grading Rosin

Seven cents per package for grading rosin under the Naval Stores Act, with a minimum charge of \$3, will be charged by graders of the United States Department of Agriculture in the future in accordance with regulations signed by the Secretary of Agriculture on July 17, 1926. This charge is a reduction from ten cents per package.

CLEANSING SOAPS FOR GREASE STAINS, CLOTHING, UPHOLSTERY, ETC.

Until recent years, industrial soaps of various kinds were made by crutching into remelted common soap the necessary quantity of detergent credited with powers more fanciful than real, says a writer in the *London Perfumery & Essential Oil Record*. And even today there are various compositions of common soap loaded with pumice powder, earths, chalks, borax, soda crystals, silicate, etc., either alone or in combination that are supposed to possess most unexpected powers (from 30 to 50 per cent of such additions are shown to be present by analysis). A distinct improvement upon such products are those containing either common paraffin oil or turpentine, masked by citronella or myrbane—one gallon with a pint of perfume per cwt. being worked into the melted soap when as cool as possible to crutch. A carpet soap in the past was usually 25 per cent. of waste ammonium carbonate crutched into melted soap scrap.

For cloth cleaning 25 per cent. of French chalk with 5 per cent. silicate of soda and one gallon of turpentine with a pint of lemon oil was worked into one cwt. of melted scrap soap. Stain removing soaps were usually made from a mixture of three parts hard soap, with one part soft potash soap, and one-half part of borax, remelted to the right consistence, and when cool one half gallon of turpentine and half pint of citronella worked in to the cwt. A later addition to these mediums was ox-bile, which caused many formulæ to be changed. It was either used fresh, or in a purified and concentrated form, procured from wholesale druggists. It needs disinfection to keep, being usually precipitated by acetic ether, and carefully collected by straining. It is credited with being the ideal stain remover. Usually it is worked into either remelted curd or marseilles soap in the proportion of one gallon to the cwt. suitably perfumed with either citronella, myrbane, lemon, rosemary or spike lavender oil. Better kinds are made by using 10 per cent. of the concentrated ox-bile. Others have an equal quantity of turpentine or a half quantity of venice turpentine added. The ox-bile soaps are recommended for all kinds of material—carpets, cloths, silks, wools, upholstery, stain removing, cotton goods, etc.

The various preparations marketed at the present time differ but little from the foregoing formulæ, except that in recent introductions mediums of a more scientific order are fast gaining favor. For stain removing, oxidising agents such as sodium perborate are being widely used, combined with soap, in powder, paste, and cake form. Some of the hydrogenated phenols have unusual cleansing and emulsifying powers, which make them useful for almost any purpose in soap-form. They have pleasant terpene-like odor, and leave no smell in the clothes, and are most excellent for wool scouring and all kinds of chemical cleansing. Some are incorporated in the form of an aqueous solution of potassium oleate, and settled soaps will take up from 10 to 20 per cent. Cyclohexanol is stated to double the cleansing power of soap, the necessity for long boiling is obviated owing to the enormously enhanced cleansing and detergent action in lukewarm water, and it is recommended for scouring wool, yarn, felt and other textile fabrics, and also for laundry work and chemical cleaning, when combined with soaps. Methyl-hexanols are said to have similar properties.

Quite a number of newer solvents having remarkable properties have led to attempts to incorporate them into soap for the purpose of removing grease, on similar lines to the turpentine and paraffin soaps of old time. Odorless naphthenic acids are obtained by removing the non-saponifiable portion by distillation or the use of volatile solvents. This and one or two similar preparations are excellent turpentine substitutes. Carbon tetrachloride, trichlor-ethylene and tetrachlorethane, non-inflammable, are substituted for petrol and benzol, which also have been tried.

WHOLESALE GROCERS WORK TOGETHER

**Attack General Problems of Trade in Close Co-operation and Accord;
Efforts Being Made to Draw All Food Factors Into a Central Body**

Trade associations in the grocery field are fairly numerous and many of them are of considerable strength and importance. Of these, the National Cannery Association has already been made the subject of an article in this series on the activities of leading trade bodies. More significant still as displaying the general sentiment in the grocery trade that co-operation through organization is a good thing for the industry is the work of the National Wholesale Grocers' Association. This body, one of the most important in the industry has taken a place in the front rank of those desiring more general co-operation between not only the wholesale grocers of the country but other more or less closely related branches of the industry. In addition to its own private and more or less constricted problems, it is now seeking to solve the problems of the relationship of the wholesaler to the manufacturer who supplies him with goods and to the retailer to whom he sells.

Thus the value of co-operation to the industry as a whole is being clearly recognized by the wholesale grocer and he is seeking to extend it and to advance its benefits throughout the industries which he serves, realizing that in this way, he will be able to advance the interests of the industry and thereby improve his own position.

Plan to Unify Organization

The National Wholesale Grocers' Association is twenty years old. It is only one of several organizations of wholesale grocers but it is probably the most important of the lot. Efforts are now being made to bring about a combination of the various trade bodies composed of wholesalers in this field. Whether they will be successful or not remains to be seen but the officials of the National Wholesale Grocers fully realize that the greatest benefits of co-operative effort can only be gained through a single organization.

The efforts of the association toward bringing about greater co-operation between the various branches of the industry has taken the form of holding of joint conventions with other associations in somewhat different, though allied lines of endeavor. A recent meeting of the association was held in conjunction with a meeting of the National Retail Grocers' Association. Efforts are now being made by officials and by special committees looking to a more complete convention annually, in which associations of manufacturers as well as the wholesalers and the retailers will join. That such a "Grocery Week" will mark the eventual outcome of these efforts is virtually certain. At the same time, such a culmination will not be reached at once. Various organizations accustomed to holding their regular meetings at certain seasons and at certain places will probably not be easily persuaded to abandon their old customs and join in a single convention at once.

To meet these difficulties the National Wholesale Grocers' Association has taken an additional step. Realizing that closer co-operation with the manufacturing end of the industry is essential to the best progress of all concerned, the association has now decided upon a plan of holding two meetings each year. One will be held in the summer and will probably be arranged in co-operation with the retailers

as was the case this year. The other will be held in the winter and plans are now on foot to make it a joint session with the National Cannery Association which holds its annual convention each year in January.

Steps of this sort show how keenly the wholesale grocer values co-operative effort in solving the problems of his industry. It is through this method of meeting difficulties that the association hopes to eventually bring the conventions of all of the principal associations into closer relationship and more active co-operative effort.

Much Accomplished

Tracing the history and outlining the efforts of the wholesale grocers discloses very clearly why such great value is placed by them upon co-operative effort. Much has been accomplished in the twenty years of the association's existence.

The work of the association is conducted through its regular meetings, through committees and through the office of the secretary, which, as in other important trade bodies, already discussed in this series, acts as a clearing house for the work of the committees and the individual members and keeps the members in touch with the work of the association through the periods which intervene between the regular meetings in which all may join.

The work of the annual or semi-annual meetings of the association is largely the discussion of the work of the various committees and the adoption of such resolutions as may make effective the recommendations of the committees. They are generally largely attended and well handled with a minimum of lost effort. In addition, the conventions form a general meeting place for individual members of the trade and much is accomplished by personal and intimate contact over and above the actual formal work of the convention when in session.

However, the chief work of the association is carried on through committees. Standing committees handle problems which are continuous in their nature. In additional special committees are appointed from time to time to consider special subjects and solve special problems.

Secretary's Work Important

The general office of the association, of which the secretary is in charge, co-operates closely with the committees, forwards frequent bulletins regarding the activities of the association to the membership, co-relates the work of committees attacking similar and allied problems and at the annual meetings presents the work of the association as a whole in the form of a regular annual report.

So much for the actual working of the association. The really interesting feature is just how well this machinery operates and just what it has accomplished for the benefit of the industry as a whole and of the individual members. It would, of course, be impossible in an article of this scope to even barely mention all that has been done by the association for the trade in the twenty years of its existence. It is possible only to mention and discuss briefly a few of the more outstanding developments and a few of the problems which are now engaging the attention of the membership.

One of the principal problems which the grocer has had to face in recent years has been the matter of governmental regulation of the industry. The members of the association have worked long and earnestly for the passage of adequate legislation to govern the manufacture and distribution of foods and drugs. It has been the contention of the association that such regulation was not only necessary for the protection of the public but also for the benefit of those in the industry desirous of promoting real progress. To this end, the officers of the association and a committee on legislation have worked and are still working for the proper enforcement of National legislation on the subject.

Uniform State Legislation

Of just as much importance have been the efforts of the same officials toward the passage of uniform state legislation. Naturally, the ideal condition would be one in which the products of any concern could move over the entire market of the country secure in being within the law in every state. However, in many states, and especially in a few, corrective efforts have been carried to extreme lengths and the grocer has had considerable difficulty. The association can report material progress in the elimination of useless and hampering restrictions and in the promotion of uniform laws governing both manufacture and distribution of foods. Co-operative efforts along this line have accomplished what individual work could never have even attempted.

Another of the main subjects in which the association has shown commendable progress has been in the settlement of disputes between members. It has been one of the principal aims of the association to avoid carrying trade disputes before the courts. A committee on arbitration exists in the industry to assist in settling commercial disputes through this method rather than by carrying them into the courts at great expense in money and even more in time. This work has been highly successful. At the recent annual convention, the Arbitration Committee reported that 97 disputes of more or less importance had been settled through its efforts during the year. This work has been carried on by the association for thirteen years. Complete success is not claimed for it, but it is certainly more efficient and better for all concerned than the costly progress of suits at law.

In the prevention of disputes, the association has also played an important part. It has made every effort to check them at the source. Realizing that commercial disputes in numerous instances, probably in the majority, arise from poorly worded or inequitable contracts, the association has attempted to establish a uniform and clear and equitable contract form for the use of the trade. Progress has also been made on this. It has been adopted as the best form by many of the principal houses in the trade. There are few in fact, which are not using it. In addition, the contract form is being improved and more generally adopted as the industry progresses. While it is impossible to ascertain just how great the benefits of this work have been, it is certain that they have been substantial.

Trade Practices Considered

The matter of trade practices and unfair methods of competition together with inadvisable sales and promotion methods has received a considerable amount of attention by the association. It has been difficult to make rapid progress in these lines owing to the fact that many leading houses in the trade have been for many years thoroughly

sold on the idea of deals, premiums, lotteries and the like as methods of securing wider and more rapid distribution for their products. However, the association has consistently worked against such methods and also against the more serious practices of commercial bribery, subsidizing of employees and other improper and unfair practices which have been prevalent in the trade.

The matter of credits and collections has also been taken up by the association which has framed rules regarding terms and payments which have been of great benefit to the trade. Conditions surrounding credits in the grocery field vary widely and there must of necessity be some rather heavy losses from time to time. At the same time, it is apparent that the situation at present is materially improved over that which prevailed before the association entered this field several years ago.

Sales methods have received considerable study and an effort is being made to educate not only the members of the association but all firms in the field in the proper application of correct selling principles and the adoption of sales policies in line with the trend of the times. Many abuses in the field of sales effort have been eliminated. In connection with costs, the association has attempted with some measure of success to educate its members in the correct principles of cost accounting and without prescribing any set and definite method, has succeeded in improving accounting methods throughout the trade, thereby making for economy and the elimination of the frequent severe, although unrealized losses which arise from weak or wrong accounting practices.

Quality and Sanitation

Another important work of the association has been the steady drive for improvement in the sanitary handling of food products. Much has been accomplished to this end by the association in the wholesale line and it has also in conjunction with producers made itself felt in the manufacturing end of the business. Steady and rapid improvement has been the rule in matters of sanitation since the association took up this work. There has also been a marked improvement in the quality of food products on the average, a large part of the credit for which must be extended to the association which has consistently worked to improve the quality of the products handled by its members.

Transportation has also been taken into consideration by the association which has worked for equal rates and services for all classes of food distributors and against discrimination and undue charges for transportation service against the industry by public utility companies.

The main principle upon which the work of the association rests is the matter of increased co-operation in the handling of the problems of the food industry. It has co-operated closely in all movements calculated to improve the methods of doing business or increase sales or eliminate abuses or reduce expenses. The various drives, such as the annual "Canned Food Week" have had its cordial support and assistance. It has been in the forefront of all activities calculated to increase the efficiency of the grocery business whether particularly applicable to its own rather restricted branch of that industry or not.

The above is but a partial record of the activities which has made the National Wholesale Grocers' Association a power in the field which it serves. Many of the matters which it has handled would fall equally well into the hands of an association of soap manufacturers, did such an association exist. It is virtually impossible for individual firms to do more than casually consider problems of the sort outlined. The efforts of such individuals are too puny to be of real effectiveness. The wholesale grocers through their association, however, have a medium which can effectively handle these and many similar problems. It is indeed unfortunate that the soap manufacturers, whose problems are as numerous as these of the grocers, have still to work alone and as individuals for their solution.

USE OF CEREALS IN SOAP MANUFACTURE

The use of oatmeal as a substitute for soap for toilet purposes has long been practiced, and the chemical reaction between albuminous matter and caustic soda, whereby ammonia is given off and a soda compound formed, has been utilised as an analytical operation for many years, says the *London Perfumery & Essential Oil Record*. The employment of these soda compounds as detergents does not appear to have occurred to anyone, however, until in 1900 Bamberg patented the production of a detergent compound by treating oatmeal or other cereal with caustic soda and subsequent admixture with soap and neutralisation of any excess of alkali with boric acid. Later, improvements were made in the process, including treating a mixture of oatmeal and oleine with caustic soda, and neutralising the excess of alkali with either oleine or sodium bicarbonate.

Various other cereal products have been used from time to time in the same manner, notably maize, and two or three preparations of this character have appeared on the market during the last few years. One of the effects of dissolving soap in water is to reduce the interfacial tension between the water and oil, and it is to this property that soap, in considerable part, owes its detergent value. Experiments by Shorter with these cereal compounds (*Journ. Soc. Dyers and Colourists*, 1916, p. 99) showed that when admixed with water they also considerably reduce the interfacial tension between the water and oil, the effect being comparable with that of ordinary soap, and due, not to the alkali present *qua* alkali, but to certain surface active colloids. One disadvantage these compounds have is that they are not entirely soluble in water, but leave some 10 per cent. matter undissolved. There can be no question, however, as to their good detergent value, and, with the large quantities of similar material available, some of it almost as waste products, it seems possible that they may play an increasingly important part as constituents of soaps.

SENSITIVE REACTION TO SULPHUR OIL*

By PIETRO SACCARDI.

5 gallons of fatty acid lead (salts) are dissolved in 100 cc. of benzol. The filtered solution is used as reagent. It is further necessary to have alcoholic potassium lye (30 g of KOH to 100 g of 95° alcohol), which is kept in a glass stoppered bottle. If now 1 cc. each of oil of sulphur of potash lye and of the solution of fatty acid lead salts are mixed, and brought to a boil, a strong blackening followed by a precipitate of colloidal lead sulphide takes place. Pure olive oil does not produce the reaction—which is conditioned by the carbon disulphide contained in the oil of sulphur. The delicacy suffices to prove an addition of 2 per cent. of oil of sulphur to pure olive oil. If the reaction is made with the distillate which may be obtained from the oil shaken with 20 per cent. of 95 per cent. alcohol, the presence of 1 per cent. of oil of sulphur is shown. The reaction permits a very sensitive proof of CS₂. If on a mixture of 1 cc. of alcoholic potash lye and 10 drops of lead solution in benzol even a small amount of CS₂ vapor is allowed to act, on boiling up brown discoloration results. The reaction is also suitable for the toxicological proof of CS₂.

* From *Zeitschr. D. Oel- u. Fett.-Ind.* Vol. 46, No. 11.

The Law of Gravity

The teacher was giving the class a lecture on gravity, says the *Western Druggist*.

"Now, children," she said, "it is the law of gravity that keeps us on this earth."

"But, please, teacher," inquired one small child, "how did we stick on before the law was passed?"

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

and spot and prompt orders are rather few and generally unimportant. The month, however, has not been a bad one in point of business considering all of these factors. It is reported as well above 1925 in alkali sales and deliveries and only slightly below last year in other commodities. The firmness in alkali prices and the fairly heavy volume of sales is due principally to the fact that contract buyers have been taking goods regularly and virtually up to their obligations to the manufacturers. Reports from several of the leading alkali makers are to the effect that contract deliveries during July amounted to better than 90 per cent of the material due the consumers. Spot inquiry need not be very active under these conditions. In general imported chemicals have been steady or even firm for shipment. Locally, conditions are quiet but prices are firm and little change is anticipated.

Other Soap Materials

General conditions have continued rather backward during the month and inquiry for some articles has fallen off rather sharply. The situation in rosin, however, continues to attract more than the usual attention with prices again at record levels and no apparent let down in sight. The principal factor in this rise has been disappointing production in the South coupled with a fairly active export inquiry. Stocks of rosin at primary points are well below normal and they are not being augmented much by summer production. Receipts at Jacksonville and Savannah have been rather small and unimportant. Glycerine is easier on lack of demand. Other articles on the list have been more or less irregular, with declines about balancing advances in the oils and fats group.

Why Soaps Become Rancid and Yellow

G. d. Belsunce maintains that the pressing of soap into forms hastens the development of rancidity, while the use of very pure fats likewise is a cause, which is in agreement with the fact that resin-containing soaps do not become rancid. It is probable that the use of resinous perfumes hinders or masks rancidity. When the Leblanc-soda, which is less pure, was in use, rancidity in soaps was a rare occurrence. The addition of 1% of sodium hyposulphite, or of bicarbonate, or of carbonate, or of ammonia preserves the clear color in soaps for several months, and at the same time retards the development of rancidity.—*Bull. Mat. Grasses* [4], 191-192.

Glycerine as Anti-Freeze

Hundreds of motorists who used glycerine last winter drained the solution from their radiators at the opening of the warm weather season and are saving it for use next winter. This was revealed in a survey made by the national glycerine service of the Procter & Gamble Company among summer motorists.

Other motorists interviewed during the summer state that they had not drained the solution from their radiators and had operated their cars during extremely hot weather with no loss in efficiency.

Statistics of Fats and Oils

The Department of Commerce announces that the factory production of fats and oils (exclusive of refined oils and derivatives) during the three months' period ended June 30 was as follows: Vegetable oils, 416,508,975 pounds; fish oils, 8,149,876; animal fats, 542,465,032, and grease, 89,953,684—a total of 1,057,077,567 pounds.

Of the several kinds of fats and oils covered by this inquiry, the greatest production, 415,930,980 pounds, appears for lard. Next in order is cottonseed oil, with 162,999,207 pounds; linseed oil, 145,328,656; tallow, 124,197,159; coconut oil, 64,406,590, and corn oil, 27,486,783.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for this Journal)

Latest sales of the New York Extra grade were made at 8½¢ per pound ex plant, and there is a steady undertone to the market with buyers willing to take on further supplies at 8½¢ ex plant while sellers are holding for the higher price.

Considerable quantities of outside stock changed hands this week on a 8½¢ basis. Offerings in the middle west and at western points are more liberal with the undertone barely steady.

Good quality House Grease can be quoted locally at 7½-7¾¢ loose while in the western markets low grade stocks have been in plentiful supply at 6½-7¢ and the better grades at 7½-7¾¢.

Despite the recent decline, sentiment is quite bearish and the opinion is freely expressed that the long expected break in prices is about to take place. However, it is noticeable that there is a good buying interest on every further eighth decline which may help to steady the market for both tallows as well as greases.

August 13, 1926.

TOBIAS T. PERGAMENT.

VEGETABLE OILS

(Written Specially for This Journal)

The past two weeks has been a period of inactivity in vegetable oils. The demand from consumers for Coconut Oil has been limited and at the present time buyers and sellers views are from ¼ to ½ cent per lb. apart. Copra in the Far East is reported to be somewhat steadier and sellers are not quite as anxious to move Coconut Oil now as they were a week or so ago.

Other grades of vegetable oils, such as Palm and Palm Kernel Oil, Corn and Cottonseed oils are moving, but only in a routine way.

The markets generally are steady and it would not take a great deal of buying to firm up the entire situation.

August 11, 1926

A. H. HORNER.

GLYCERINE

(Written Specially for This Journal)

During the past month, the price for Chemically Pure Glycerine has been stationary at 30c to 32c per lb., in bulk, with sales being made, at the time of writing, at 31c per lb. It is to be noted that the prices for other grades of Glycerine have not remained the same during the past four weeks, but have receded one and a half cents per lb. However the few transactions in Crude and Dynamite recorded were distressed sales, and most carloads that are ready for prompt delivery have been withdrawn from the market in anticipation of better prices.

If this advance fails to appear and the present reaction in the other grades becomes more exaggerated, naturally today's price of Chemically Pure cannot be maintained. On the other hand refiners are still only interested in looking after their old customers and are not taking on any new business, so the demand is still exceeding the production. But it is important to remember that the high prices in force cannot hold if really large shipments are received from

Europe by refiners in this country, causing their stocks on hand to be greater than the volume of business warrants.

The imports of all grades of Glycerine for the first five months of this year amounted to 14,171,391 lbs., which total shows a notable advance over 7,571,475 lbs. brought in during the same period in 1925, and 4,626,387 lbs., in 1924. Considerable European Glycerine has arrived at New York and Philadelphia, during July, but this was probably bought to cover sales already consummated and represents purchases made as far back as March which have been delayed in transit by strikes and unsatisfactory local conditions. Advices from England show a slowing up of interest on the part of buyers, but there is little Glycerine unsold over the balance of the year. French refiners report a falling off.

August 11, 1926.

S. L. PARSONS.

INDUSTRIAL CHEMICALS

The market is, as usual, suffering from the effects of the vacation season and hot weather. Business is far from rapid
(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 8½¢. Edible, New York, 9½¢. Yellow grease, New York, 7½¢. White grease, New York, 8½¢.

Rosin, New York, August 14, 1926.

Common to good	14.75	I	15.75
D	15.00	K	15.75
E	15.15	M	15.75
F	15.45	N	16.50
G	15.55	W. G.	16.80
H	15.65	W. W.	16.90

Starch Pearl, per 100 lb.	\$3.32	@
Starch, powdered, per 100 lbs.	3.42	@
Stearic acid, single pressed, per lb.	.12¼	@
Stearic acid, double pressed, per lb.	.13	@
Stearic acid, triple pressed, per lb.	.15	@
Glycerine, C. P., per lb.	.29½	@
dynamite	.27½	@
Soap, lye, crude 80 per cent, loose per lb.	.18	@
Saponification, per lb.	.20	@

Oils

Coconut, edible, per lb.	.11¼	@
Cocanut, Ceylon, Dom. per lb.	.10	@
Palm, Lagos, per lb.	.08¾	@
Palm, Niger, per lb.	.08½	@
Palm, Kernel, per lb.	.10¼	@
Cotton, crude, per lb. f. o. b. Mill	Nom.	
Cotton, refined, per lb., New York	.13	@
Soya Bean, per lb.	.14	@
Corn, crude, per lb.	.13	@
Castor, No. 1, per lb.	.12¼	@
Castor, No. 3, per lb.	.11¾	@
Peanut, crude, per lb.	.13	@
Peanut, refined, per lb.	.16	@
Olive, denatured, per gal.	1.15	@
Olive Foots, prime green, per lb.	.08½	@

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.	3.10	@	3.20
Soda Ash, 58 per cent, per 100 lbs.	1.38	@	1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07½	@	.07¾
Potash, Carbonate 80@85 per cent, per lb. N. Y.	.06	@	.06½
Salt, Common, fine per ton	15.00	@	24.00
Sulphuric acid, 60 degrees, per ton	10.50	@	11.00
Sulphuric acid, 66 degrees, per ton	15.00	@	16.00
Borax, crystals, per lb.	.04¾	@	.05¼
Borax, granular, per lb.	.04¾	@	.05¼
Zinc Oxide, American, lead free, per lb.	.07¼	@	.07½

on

ve
al
r-
4.
rk
ht
es
in
d-
he
he

the
pid

ork,
ase,

5.75
5.75
5.75
5.50
6.80
6.90

31

.20
.45

.07%

.06%

.00

.00

.00

.05%

.05%

.07%

PE
PL
CC



The American Perfumer

and Essential Oil Review

14 CLIFF ST., NEW YORK

PERFUMER
PUBLISHING
COMPANY

MARCH
NINETEEN
TWENTY-SIX



American Can Company

NEW YORK



Hugues Aine Quality

Floral essences necessarily must be judged on quality and price, not on price alone. It is axiomatic that value is a resultant of both factors, but to the discriminating perfumer quality means rather more than price.

Hugues Aine quality rests not on exaggerated claims as to its excellence, but on years of performance. During the many years of its existence, the House of Hugues Aine has labored not only to maintain, but to improve, its high standard of quality. That they have been eminently successful in this respect is proved by the enviable reputation enjoyed by their products and by their predominating position in the field of floral extractives.

Purchasers of Hugues Aine Hyperessences and Florescences feel assured at all times of receiving pure flower oils of excellent quality, at fair prices.

*Ungerer & Co.
New York*

*Hugues Aine
Grasse*

Oleo Resin Orris

"ORRISONE"

Contains all
the extractive matter
from selected Florentine Root
An excellent fixative



"The Oldest Essence Distillers"

W.J. BUSH & Co.

(INCORPORATED)

370 Seventh Avenue

Chicago Office

1018 S. Wabash Avenue

Works: Linden, N. J.

New York

Montreal Office

10 St. Helen Street

National City, California

EUROPEAN WORKS:

London, Mitcham, Widnes - - England

Grasse, France - - Messina, Sicily

GEORGE LUEDERS & CO.

427-429 Washington Street, New York

FACTORY: BROOKLYN, N. Y.

MONTREAL (Canada): 11 Place Royale SAN FRANCISCO: 56 Main St.

CHICAGO: (*Please note our new address*) 510 N. Dearborn St.

We have assembled a well assorted supply of

ABSOLUTE FLOWER ESSENCES
LIQUID FLOWER ESSENCES
LIQUID RESINS or
RESINOUS OILS
ESSENTIAL OILS
FLORAL WATERS

from our friends in Grasse—

CAMILLI, ALBERT & LALOUE

In each instance, quality has been given first consideration and the products of this house stand high. Particularly the

MAXIMAROME

Absolute Flower Essences

represent the last word in the manufacture and embody great strength and a rare degree of fragrance.

Samples cheerfully furnished

GEORGE LUEDERS & CO.

PURE OTTO OF ROSE

Distilled by us at:

KARNARE KALOFR KARLOVO

Steam and vacuum processes enable us to offer
an otto that is of the finest quality and uniform.

IF you have not tried *Otto of Rose*
J. B. F. do us the favor to ask for
sample. A practical test, made side
by side with other brands will be
very interesting.

Have you received the booklet on
Otto of Rose issued by Messrs. J.
Batzouroff & Fils, with detailed map
of the Rose district and giving sta-
tistics of crop? If not, we will be
glad to mail copy.



Established 1845

Joseph BATZOUROFF & Fils

Head Offices: Sofia, Bulgaria

TRADE

JB & F

MARK

Exclusive Agents for United States and Canada

GEORGE LUEDERS & CO.

427-429 Washington Street, New York

Branches: Chicago—San Francisco—Montreal

General Agent for Europe

V. FRINGHIAN

23 Rue du Renard, Paris

Société Anonyme des Etablissements

ROURE-BERTRAND FILS

LARAGNE (France)

GRASSE

BOUFARIK (Algeria)

THE HIGHEST QUALITY JASMIN and ROSE

CONCRETES from Pomades (concentrated pomade washings, free from alcohol) were originated by Mr. L. M. Roure more than half a century ago, and were exhibited by him for the first time in 1873 at the Vienna Exposition. The reputation of Roure-Bertrand Fils received world-wide recognition from that time.

The House owes this renown to the high and uniform quality of its products; the excellence of its processes of manufacture; the perseverance in its research work; the strictness of its business principles.

Work, science and experience have enabled Roure-Bertrand Fils to supply the best products at the most advantageous prices—and it is its rectitude in its commercial relations that enables it to make true friends of all its customers.

ROURE-BERTRAND FILS, Inc.

461 Fourth Avenue

New York



Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



Synfleur Flavoring Materials

have received the approval of the foremost manufacturers throughout the world. Their true delicious aroma combined with strength makes them indispensable. They are guaranteed by Synfleur Scientific Laboratories under the U. S. Food and Drugs Act, June 30th, 1906, serial number 1649.

It is a well known fact that the natural fruit aroma is a very complex body and far from simple in its composition. Nature supplies over one hundred Ethers or Esters which contribute to the flavor. Often these Esters while forming a large portion of the bulk of a flavor are of only secondary interest, as far as the real flavor is concerned. Many other bodies are present in the fruit in very small proportion, but so intense in character that they totally change the flavor and without employing these, it is a hopeless task to imitate the natural fruit aroma successfully.

Synfleur Absolute Artificial Fruit Oils are the best imitation of the natural fruit flavor which constant work and endeavor have enabled us to produce after many years of investigation and study. They can be used very successfully in any food product. We market them for just what they are, imitation products,—that is, an imitation of the natural fruit flavor and in many cases the only product available where the natural fruit flavor is not obtainable for manufacturing purposes, either on account of nonexistence in sufficiently concentrated form or prohibitive cost.

While in some Synfleur Fruit Oils a few of the common fruit ethers are utilized in varying proportions, they contain in addition to these few, many other compounds and items which contribute immensely to the natural flavor and which make Synfleur Oils entirely original products, stronger, better and more natural-like than any other existing brands. They are not merely mixtures which represent the knowledge of over 40 years ago, but are up-to-date, progressive, scientific products. Remember that the wheels of progress are never idle. We take advantage of every step in the advance of science and never consider a product good enough—constant care is used to effect improvements whenever and wherever possible.

We of course shall be glad to offer a number of simple tests so that our goods may be compared with any competing brands.



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.





Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



We do not place these goods on the market in solution form and call them oils, but they are fruit oils in the commonly accepted meaning of the word oil, —that is, they consist only of pure flavoring substance, without any diluent whatever. Every drop of Synfleur Fruit Oil is actually a part of the pure flavoring substance, where every drop contributes to the fruit flavor.

In continuation we give a rather complete list of Synfleur most popular Absolute Artificial Fruit Oils.

APPLE-SYNFLEUR	\$ 8.50 lb
Much superior in flavor to competing brands.	
APRICOT-SYNFLEUR	\$12.50 lb
A charming flavor, very intense.	
APRICOT-D-SYNFLEUR	\$ 9.75 lb
Delicious flavor.	
BANANA-SYNFLEUR	\$ 6.00 lb
Much superior fresh fruit flavor to any brand.	
BANANA-D-SYNFLEUR	\$ 3.75 lb
Not as fine as Banana but 100% and still better than most all competing brands.	
BARTLETT PEAR-SYNFLEUR	\$14.00 lb
Remarkably true to natural and from 8 to 20 times stronger than any Pear known.	
BARTLETT PEAR-D-SYNFLEUR	\$10.00 lb
Delicious flavor.	
CHERRY-SYNFLEUR	\$ 9.00 lb
From 6 to 8 times as strong as any competing oil.	
GRAPE-SYNFLEUR	\$ 9.50 lb
Delicious flavor.	
GRAPE-E-SYNFLEUR	\$14.00 lb
Most intense. For finest goods.	
HAZELNUT-SYNFLEUR	\$19.75 lb
Delicious flavor of true Hazelnuts. Enormously powerful.	



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.



THE AMERICAN PERFUMER — SYNFLEUR INSERT No. 188C.

COPYRIGHT, 1926, BY M. UPSHUR VON ISAKOVICS

Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



HAZELNUT-D-SYNFLEUR Delicious nut flavor.	\$ 9.50 lb
PEAR-SYNFLEUR Remarkably fresh Pear flavor, very strong.	\$ 8.00 lb
PINEAPPLE-SYNFLEUR At least 2 to 6 times stronger than any other oil.	\$ 6.50 lb
RASPBERRY-SYNFLEUR From 5 to 20 times as strong as competing oils, only surpassed by below.	\$ 7.25 lb
RASPBERRY-E-SYNFLEUR Specially for confectioners and bottlers, the most remarkable fresh fruit flavor, absolutely without equal.	\$12.50 lb

Purity, Strength and Flavor unexcelled. Positively free from alcohol, acetic ether, glycerin, or any similar diluent present in other brands. Test your present oils. You will thank us for the hint.

ROSE-VIOLET and many other flavors extensively used by chewing gum manufacturers— bon bon manufacturers and for any purpose where an extra fine type of flavor is required can instantly be made available—write for suggestions.

VANILLODEUR-SYNFLEUR

duplicates the ENTIRE rich flavor of the finest Vanilla Beans—not merely one constituent like Vanilline—but the true sweetness and full aroma of the Bean and at one-tenth the cost. The thousands of pounds of Vanillodeur, which have been consumed by the most prominent manufacturers throughout the world, prove that Vanillodeur is appreciated. Try a pound. It will tell its own story.

Pounds	\$19.50
Ounces	\$ 1.45

Samples and added particulars gladly furnished to any manufacturer upon request.

Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.



THE AMERICAN PERFUMER—SYNFLEUR INSERT No. 188D.

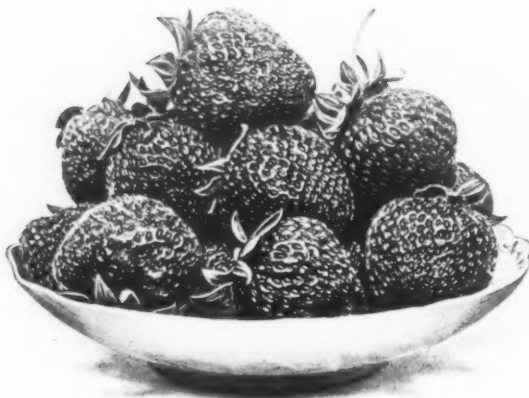
COPYRIGHT, 1926, BY M. UPSHUR VON ISAKOVICS



Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



THE DELICIOUS AROMA OF FRESH STRAWBERRIES

Is one of the most popular flavors with the public. Yet the manufacturer knows the aroma cannot be had from the Fruit in manufacturing quantities and here

SYNFLEUR ABSOLUTE STRAWBERRY OIL OFFERS THE BEST POSSIBLE IMITATION OF THE NATURAL STRAWBERRY FLAVOR.

Our Strawberry is one of the most popular imitation flavors that we manufacture and owing to its great strength, it is found very economical in use. It is largely employed for the manufacture of flavoring essences for family and bottlers' use and is employed in quantities by manufacturers of confectionery, ice cream and other products, where a fine Strawberry flavor is desirable.

Guaranteed under the U. S. Food and Drugs Act, June 30, 1906.

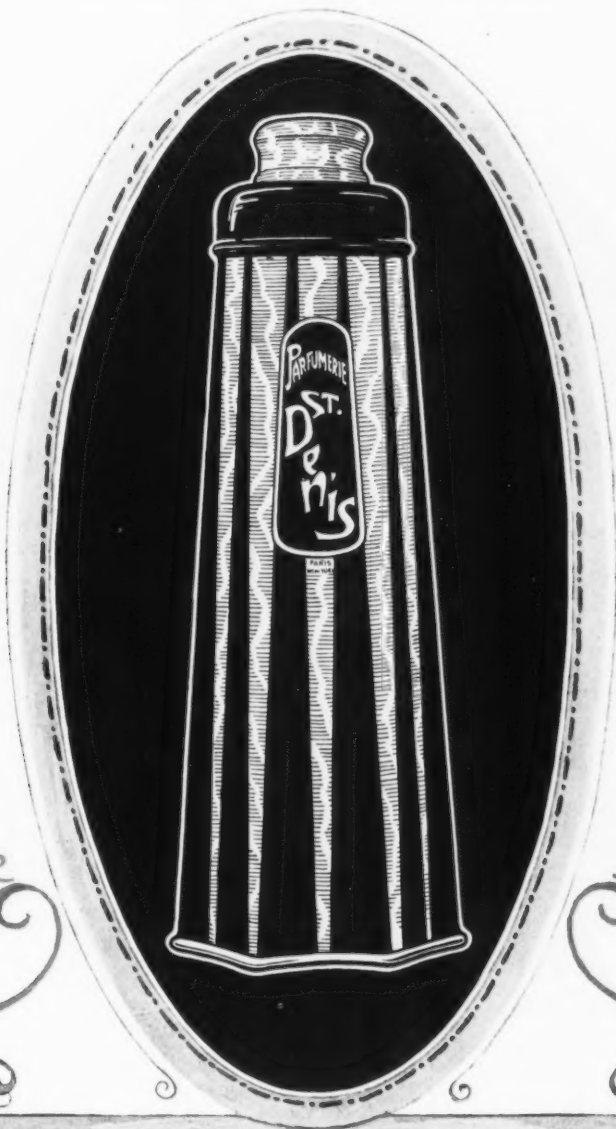
Pound bottles, \$6.50, transportation charges prepaid anywhere.



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.





"Empeco" Containers

COMBINING those rare qualities of daintiness, elegance of design and color motif, with practical elements — all proclaiming the superlative toilet preparation.

METAL PACKAGE CORPORATION OF N.Y.

Sales and Executive Offices: 110 E. 42nd St. New York City

Opposite Grand Central Terminal

Plants—New York City, Baltimore, Brooklyn.

Chicago Office 64 West Randolph Street.

High Grade Paper Boxes

for the Perfumery,
Toilet Preparation
and other Trades



Wm. Buedingen & Son.

NEW YORK
30 East 42nd St.
Phone Vbt. 8765

ROCHESTER
1500 Clinton Ave. N. Main Office

LOS ANGELES
315 West 6th Street

DETROIT, 305 Donovan Bldg.

DIETHYL PHTHALATE

Water white in color, odorless and of highest purity.

Complies with all specifications of the Department of Internal Revenue for denaturing purposes.

An excellent plasticiser and residual solvent.

Use the coupon to order a trial gallon.



The **FRIES & FRIES CO.**
Cincinnati  New York
1501 West 6th St. 244 Pearl St.

THE FRIES & FRIES CO.
1501 West 6th Street
Cincinnati, Ohio

Send a trial gallon of your
Diethyl Phthalate at four dollars
per gallon f.o.b. Cincinnati.

Name _____

Address _____

City and State _____

The Easiest People to Sell--



are those who are already buying from your dealers—and the easiest way to sell them something *more* is to offer—

High Quality Shaving Cream Under Your Own Name and Brand

We specialize in making superior shaving cream. You may have it, *at most attractive prices*, either in large well-filled tubes attractively cartoned under your own name and brand, or in bulk for private packing.

Write for Samples, Prices and full information about our service.



COMMERCIAL LABORATORIES

INCORPORATED

Newark, New York State



Even though undue modesty in business affairs is held to "butter no parsnips", it is conceivable that the most eloquent and valuable testimony of that intangible commodity known as *service* will come from the *clients* of the organization under consideration.

With some degree of surprise there has reached us the past few months an *unusual* number of *voluntary unsolicited compliments* from those who depend on our service. These came from diverse, widely spread industries and have awakened realization that here is an asset which does not appear on our ledgers.

The element of surprise was natural; through nearly sixty years the personnel of the organization has been constantly impressed with the need for doing in a *certain definite way*, has been nurtured on the idea that *almost right is always wrong*. This sort of thing in time came to be a matter of course, marked by a high degree of coordination between members and manifested in functioning of the facilities at hand in such manner that all commissions entrusted are discharged *without delay* with an *irreducible minimum* of error. Important time is gained by filling orders almost invariably complete from our own stock, so comprehensive of the needs of the entire industry is the list of raw materials we regularly handle.

For *continued adherence* to such standards without let or hindrance, arrangements just completed will practically double our available floor space. Provision is made also for an entirely separate unit consisting of laboratory, research room and experimental facilities with the necessary mechanical equipment for our *Perfume Raw Material Department*. The *Manufacturing Perfumer* has been particularly generous in acknowledgment of the service we are giving him.

Respectfully yours,

FRITZSCHE BROTHERS, INC.

THE terpenes of Essential Oils play an important part in Nature's chemistry but for many manufactured products their presence is undesirable. The following selected Terpeneless Oils offer the advantage of high concentration, solubility in Alcohol, of reduced strength and a quality and quantity of perfume which remains unchanged in successive lots. Natural Oils vary—the Terpeneless Oil is constant.

Terpeneless Oil Bay Leaves

"	" Bergamot
"	" Caraway
"	" Lavender Flowers
"	" Lemon
"	" Limes
"	" Neroli, Synthetic
"	" Sweet Orange
"	" Peppermint
"	" Petitgrains Paraguay
"	" Spearmint
"	" Orange Flowers, Synthetic

Each is a true Terpeneless Oil containing all of the essential soluble constituents of the natural product. In most cases the removal of the terpenes has improved the quality of the perfume.

Suggestions and samples as usual are available on request.

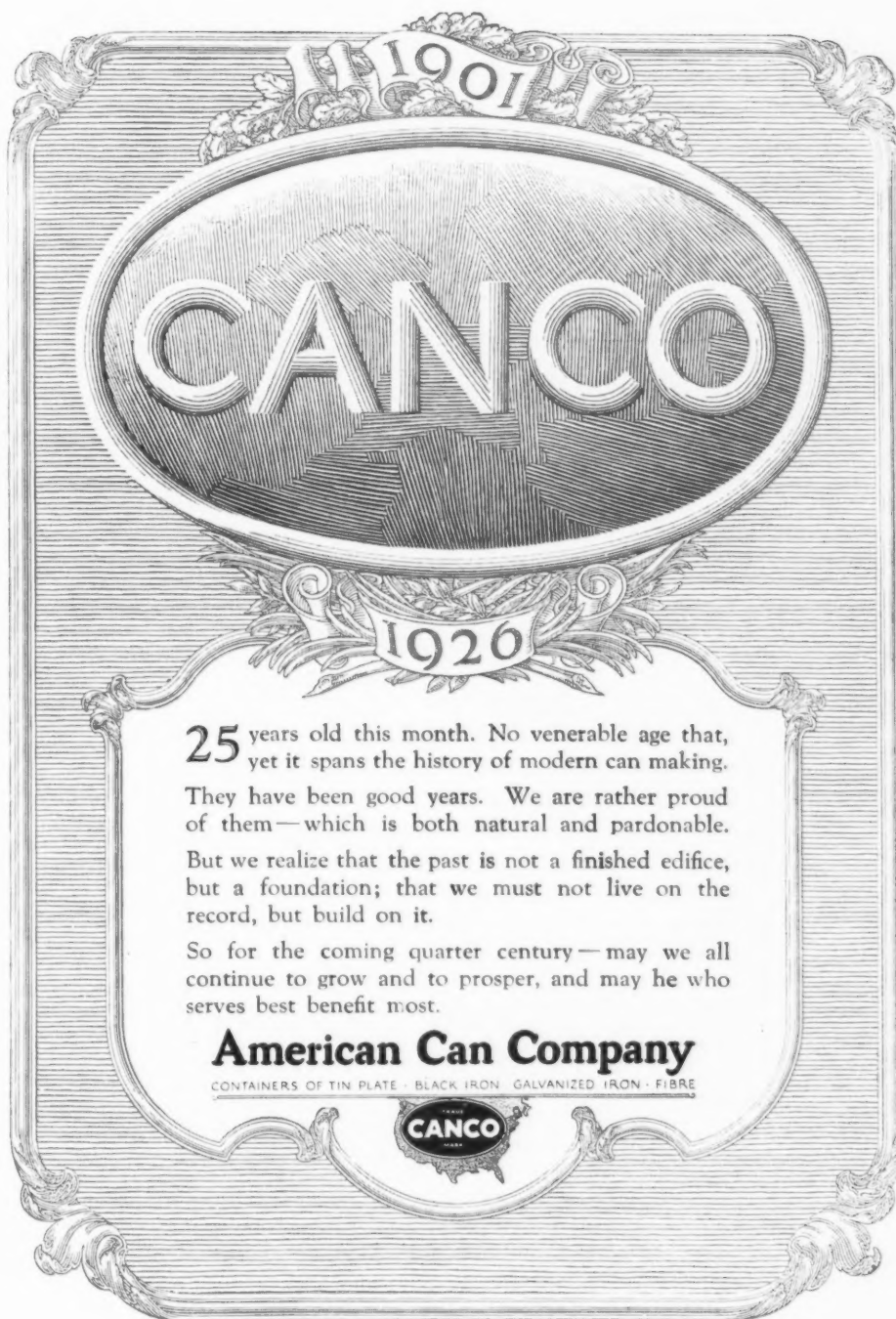


Sole United States and Canadian Representatives of

SCHIMMEL & COMPANY
Miltitz, Germany

CHAUVET & COMPANY
Cannes, France


FRITZSCHE BROTHERS, INC.
82-84 BEEKMAN STREET, NEW YORK, N. Y.

The logo is a large, ornate rectangular frame with rounded corners and decorative scrollwork. At the top, a banner reads "1901". In the center, a large oval contains the word "CANCO" in a bold, serif font. Below the oval, another banner reads "1926". The entire logo is set against a background of fine horizontal lines.

25 years old this month. No venerable age that, yet it spans the history of modern can making. They have been good years. We are rather proud of them—which is both natural and pardonable. But we realize that the past is not a finished edifice, but a foundation; that we must not live on the record, but build on it.

So for the coming quarter century—may we all continue to grow and to prosper, and may he who serves best benefit most.

American Can Company
CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE

A small circular logo with the word "CANCO" in the center, surrounded by a decorative border.

IF you wrote your own specifications, say for Zinc Oxide, and made them stringent and exacting, they could all be met by the quality we deliver—

V. M. ZINC OXIDE, U. S. P.
Lead free, light, fluffy—*non foulé*—

WRITE as well for TALC, specifying the geologist's ideal,—and the Sierra Talcs would approximate these limits more closely than any other Talc available in commercial quantities.

WRITE for STARCH:—free from acid,—free from alkali, and of unimpeachable purity. The quality we deliver is the particular grade used by French Perfumers in their products, which have compelled world-wide admiration.

AND so on throughout the line—the **BARRETT'S QUALITIES** are supreme and may be relied upon.



M. L. BARRETT & CO.

Importers

ESSENTIAL OILS ————— SYNTHETICS ————— BOUQUETS

233 West Lake Street, Chicago, Illinois



NEARLY A CENTURY IN BUSINESS



Decorating Department

ONE of the most fascinating operations in the manufacture of Wirz collapsible tubes takes place in the Decorating Department. It is here that the printing colors are applied to the tubes after they come from the Coating Department. By the "offset" process the design is assembled on a rubber blanket which transfers it complete to

the tube. As many as five colors may be applied in this way in one operation. Skilled operators have the machines under constant control and their watchfulness added to the mechanical accuracy of the machines insures the perfect register and the carefully selected inks which give lustre and brilliancy to Wirz tubes.



A. H. WIRZ, INC.

Collapsible Tubes — Metal Sprinkler Tops

Established 1836

CHESTER, PA.

Incorporated 1914

NEW YORK OFFICE
30 East 42nd Street
Phone Murray Hill 3447

CHICAGO OFFICE
Jackson & Michigan

ESTABLISHED 1795

CONCRETE, LIDS AND ABSOLUTE FLOWER OILS

WORKS AT LA CAVALERIE AT GRASSE

ALL NEW MATERIALS

HEAD WORKS "FORT LAUDIERE" AT GRASSE

RAW MATERIALS

WORKS AT BEYRUTH (Syria)

NATURAL AND SYNTHETIC
RAW MATERIALS FOR PERFUMERY
OLIVE OIL

LAUTIER FILS

47 CLIFF ST., NEW YORK, N. Y.

PARIS:
LAUTIER FILS, 47 Rue de Valenciennes

NEW-YORK:
LAUTIER FILS, 47 Cliff Street

LONDON S.E.1:
LAUTIER FILS LTD, 4 Denham Street

OSAKA:
LAUTIER FILS (K.K.) TAKASHIMOTO, 5-1-1 Nishiki

MELBOURNE, RIO-DE-JANEIRO, etc.

Telegrams
LAUTIERFIS-NEW-YORK

Phone BEEKMAN-19330

CODES | ADC 6th PRIVATE

Progress and improvements brought about by the processes patented by our firm in the extraction of flower oils, etc.

1904 Patent: Extraction of floral oils by the solvents through a rotating mechanism, reducing thereby hand labor and quantity of solvent used.

1913 Patent: Apparatus specially devised for the quick distillation and concentration of the solvent and floral concrete mass. This process lowers the distillation temperature of the solvent, thus reducing to a minimum space of time the deteriorating influence of heat on the solvent and floral concrete mass in driving the solvent off the concrete.

1913 Patent: Suction contrivance for removing the flowers from the frames in the production of pomades through the cold enfleurage process.

The advantage of this process lies in the enormous saving of time, and hand labor thus effected, and also in its cleanliness. Formerly the flowers were picked from the frame by hand.

1917 Patent: Utilization of charcoal in the extraction of floral oils; the flowers are being given a longer span of life, and yield a more intense and delicate perfume than known heretofore.

1918 Patent: For an apparatus called Evapolfactometre, used in research laboratories for the detection of components of perfumes or blends, and based on the different volatility of oils at different temperatures.

1919 Patent: For the extraction of floral oils by immersion and infusion in fats, in closed vessels, in vacuo, and by agitation.

The advantage of this process lies in a greater permeability of the flowers, increased yield, reduced manipulation and hand labor.

1923 Patent: For the extraction of floral oils after total desiccation through mechanical pressure or chemical water absorption; from the floral water thus obtained the aromatic constituents are recovered. The advantage of this process is a much greater yield.

1923 Patent: Extraction of the perfume of the flowers through hygroscopic bodies. The yield obtained surpasses anything known up to now.

MANAGER NEW YORK BRANCH: C. H. BOURGUET B. SC.

CHICAGO REPRESENTATIVE
NEUMANN-BUSLEE & WOLFE, INC.
321-323 N. SHELDON ST.

WHEN your good product is in
the window, on the counter or shelf,
it is in competition with other good products.

HOW good is your package?
Is it worthy of your product?
Can it be improved?

Ask us!

ADDISON LITHOGRAPHING CO.
ROCHESTER NEW YORK

245-261 Hollenbeck St.

BOSTON
William G. Ahern, 40 Court St.

CHICAGO
Chas. A. Rindell, Inc., 64 W. Randolph St.

NEW YORK
Wm. H. Green, 489 Fifth Ave.

WOODRUFF

Now—

Our Own Dye House

WE have just completed a modern bleachery and dye plant. We take the raw yarn—weave it into the best possible material, bleach and dye it—and that's the reason for our

"Better Powder Puffs"

MAURICE LÉVY

Factories:
New Rochelle
N. Y.

New York Office:
Hygienol Building
120-122 West 41st Street

tin!

ALL tin containers have their beginning the same way —
from a plain piece of tin.

BUT, man! what differences in the finished product.

HANDSOME lithography, master workmanship, utmost package utility change this plain piece of tin to a thing of greatest attractiveness and sales value — a **Passaic can.**

TO know how really good looking an ordinary piece of tin can be made, you've got to see a Passaic container.

AND you may see one — gladly — if you'll just tell us where and to whom to send it.

WHILE the thought is fresh, send in your sample request today.

PASSAIC METAL WARE CO.
PASSAIC NEW JERSEY

"Passaic Cans Sell Goods"

An increase in business— a decrease in cost



A WELL-KNOWN FIRM of jobbers in Washington, D. C., recently adopted plans for more frequent contacts with their customers throughout a large territory. They now solicit their customers by long distance telephone and are securing a steady increase in business, *with an appreciable cut in cost per dollar of sales.* They have discovered a close parallel between the

amount of long distance calling and the volume of business secured!

EACH day brings added reports of new accomplishments by long distance telephone. Many concerns use it for special selling campaigns or for daily solicitation and sales throughout the year. Executives now take many of their long trips by telephone, conserving time and strength for other important work. Sales managers find that long distance calls will gain interviews, get orders and secure settlements where all other means fail. Long Distance is being found indispensable in the myriad duties of busy men who must get things done at less expense.

Are the key men in your organization trained to use long distance calls to save

time—to increase business at no increase in cost? Long Distance is quick. It brings the whole territory within arm's reach. The power of Long Distance builds salesmen as well as sales.

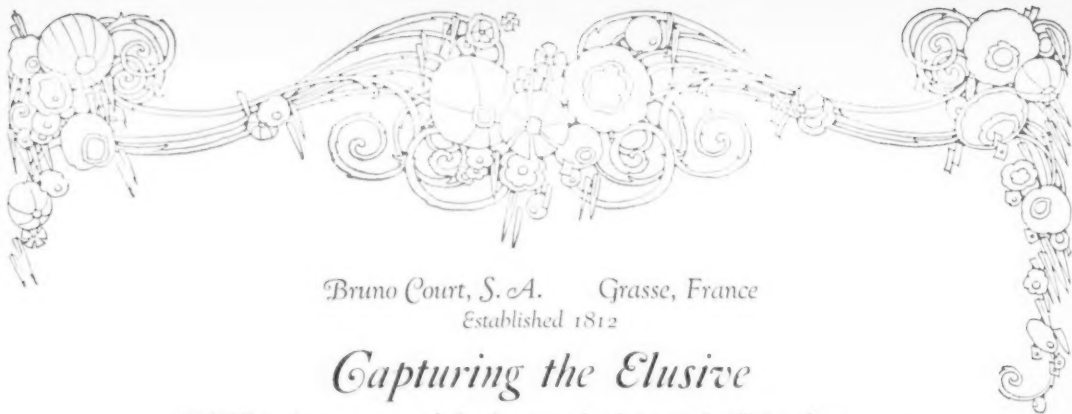
The Commercial Department of the local Bell organization will gladly make a free survey of your equipment and advise you how to use the telephone in bettering your business. In the meantime Long Distance will bring the entire nation within the radius of your neighborhood. Talking thousands of miles is just as feasible as speaking to the other side of your town. What far-distant man or concern would you like to call, now? *Number, please?*

BELL LONG DISTANCE SERVICE



The perfect means
for imparting to
perfumes & toilet
preparations the
superb fragrance
of the Jasmin flower
~ Bruno Court's
Jasmin Concrete F
Exclusive American Agents
MORANA
INCORPORATED





Bruno Court, S. A. Grasse, France
Established 1812

Capturing the Elusive

THE quintessence of elusiveness is that soul of the flower—Fragrance. This the flower oil holds captive for the perfumer, permitting him, by his subtle and manifold arts, to re-incarnate it in the alluring products that he prepares for the gratification of Milady's greatest desire.

Many factors enter into the process of capturing the fragrance of the flower. Each factor exercises an important influence upon the character of what may be properly called the intermediate product, the flower oil, and, in consequence, upon the quality of the product that is destined to give the soul of the flower its ultimate release.

Into the flower oils of Bruno Court enters the accumulated knowledge, garnered from over a century's experience, of the manipulation and control of the many factors, the sum total of which eventually results in the means whereby the perfumer is enabled to impart to his products Nature's fragrance. The odor value of Bruno Court flower oils—and by odor value is meant not only strength but as well the natural note in the full flower of its fragrance—reflects the absolute expression of every factor embodied in the process of manufacture.

The masterpieces of Michael Angelo are the expression of the artist's philosophy that he epitomized in the epigram: "Trifles make perfection, but perfection is no trifle." The same thought animates the house of Bruno Court as indicated by the phrase used in these pages by one of its principals: "There are no short cuts to quality."

Exclusive American Agents

MORANA
INCORPORATED

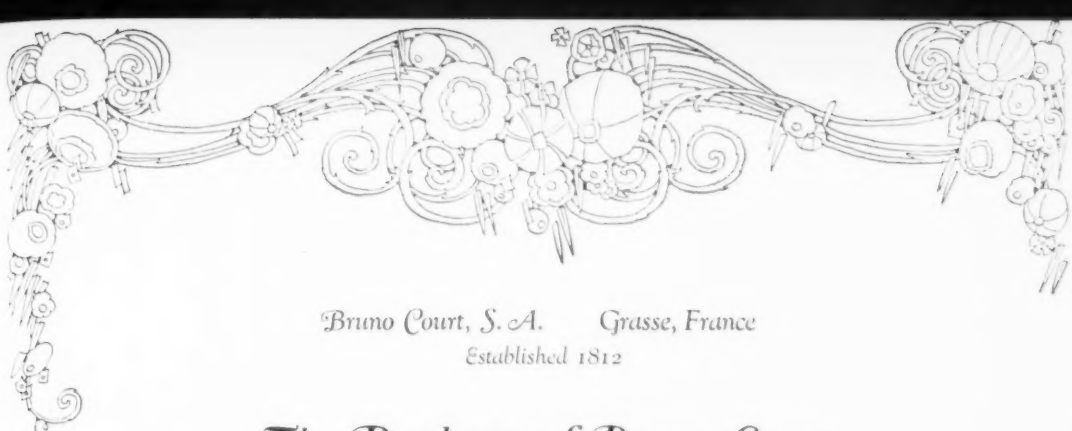
GENERAL OFFICES
61-63 Vandam St. New York

PARIS
28, Rue St. Lazare

CHICAGO
230 W. Superior St.

CANADA
MORANA LIMITED
42 Wellington St. East
Toronto

WORKS
Elizabeth, N.J.



Bruno Court, S. A. Grasse, France
Established 1812

The Products of Bruno Court

Pomades Extra Saturées and Concretes F: Cassie; Jasmin; Jonquille; Lily of the Valley; Orange; Réséda; Rose; Tuberose; Violet.

Absolute Oils of Flowers: Cassie; Orange; Jasmin; Oak Moss; Réséda; Rose; Violet.

Vert de Violet.

Resinoids: Orris Florentine; Cloves; Oak Moss.

Essential Oils: French Spike Lavender; Geranium Rose de Grasse Extra; Geranium Rose de Grasse sur Roses; Lavender Cultivated Extra, 40 per cent Ester; Lavender Mont Blanc, 38 per cent Ester; French Mint, twice rectified; Neroli Petals Extra; Petitgrain Bigarade de Grasse Extra; French Rosemary Extra, for Eau de Cologne; Orris Butter Florentine Extra; Orris Liquid Florentine Extra; Verveine Cultivated; Patchouly Extra, our own distillation; Vetivert des Indes, our own distillation.

Floral Waters: Jasmin; Orange; Rose.

Olive Oil.

It will give us much pleasure to send samples and prices of any of the foregoing products promptly upon request.

Exclusive American Agents



MORANA
INCORPORATED

GENERAL OFFICES
61-63 Vandam St., New York
PARIS
28, Rue St. Lazare
CHICAGO
230 W. Superior St.
CANADA
MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth, N. J.



Counteracting the High Price of Otto of Rose

IN his well-known work, "Perfumes and Cosmetics," Poucher, one of the leading authorities on perfumers' raw materials, says about rhodinol that "the odour value of the product differs with the source of supply, but the best and most expensive samples approximate more nearly to that of Otto of Rose than any other single perfume."

The foregoing implies the invaluable nature of rhodinol as a medium with which to counteract the well-nigh prohibitive cost of Otto of Rose that now stares the manufacturer of perfumes and toilet preparations in the face. Furthermore, it makes plain the reason for the differences in odor values between various brands of rhodinol.

The velvet-like Rose note of Rhodinol Absolute, which approximates so closely the odor of Otto of Rose, indicates (*first*) the source of the product, and (*second*) the entire absence of blending.

Rhodinol Absolute is the unblended active perfuming principle distilled from Geranium, the acknowledged source of the finest and rosiest types of rhodinol. It is the very "heart of Gera-

nium," as it consists only of those fractions, limited in number, that embody the rosy note without trace or suggestion of either harshness or by-odor.

Rhodinol Absolute may be used as a diluent of Otto of Rose without fear of any let-down whatever in the quality of the completed product; it maintains the original Rose note in the full flower of its fragrance.

In testing the working sample of Rhodinol Absolute that we will be glad to send upon request, without charge, we suggest that its odor be compared with that of Otto of Rose. While this is the severest test to which Rhodinol Absolute can be subjected, yet it is the only test that will demonstrate the availability of a rhodinol as a diluent of Otto of Rose.

MORANA
INCORPORATED

GENERAL OFFICES
61-63 Vandam St., New York
PARIS
28, Rue St. Lazare
CHICAGO
230 W. Superior St.
CANADA
MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth, N.J.



Reproducing the Violet Note

MORANA IRINES—Methyl Alpha Irine, Methyl Irine, and Irine Extra Pure—reproduce the delicious aroma of the Violet with remarkable fidelity, the charming and appealing sweetness of the flower being rendered without the slightest suggestion of a chemical by-odor, or of any other foreign note, to mar its exquisite character. The flawless quality of Morana Irines demonstrates the high point to which their purification has been carried as well as their entire freedom from blending with other bodies after distillation.

Methyl Alpha Irine, with its desirable suggestion of raspberry, is indispensable in the finest and most refined types of those bouquet odors in which the floral note predominates. In out-and-out Violet compositions, in which the natural note must be rendered immaculately, it is, of course, invaluable.

Methyl Irine, on the other hand, is more adaptable to what may be called "straight" bouquet odors; that is, bouquet odors in which the dominant note suggests the entire gamut of fragrances that the perfumer has at his disposal rather than merely a limited group, as in the floral bouquets. In a sense, Methyl Alpha Irine and Methyl Irine are twins; yet the subtle difference be-

tween them entitles them to being side-by-side in the perfumer's laboratory.

Irine Extra Pure, being lower in price than either of the foregoing Irines, makes possible the inclusion of an exceptionally high type of Violet note in those grades of perfumes and toilet preparations in which, because of low selling prices, quality is all the more necessary.

Experiments with working samples of Methyl Alpha Irine, Methyl Irine, and Irine Extra Pure, which we will gladly send upon request without charge, will effectively and convincingly demonstrate the exceptional value of these products and their applicability to perfumes and toilet preparations of all types and grades.



MORANA
INCORPORATED

GENERAL OFFICES
61-63 Vandam St. New York
PARIS

28, Rue St. Lazare
CHICAGO

230 W. Superior St.
CANADA

MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth, N. J.



Salv. di Dco. Rognetta Reggio-Calabria, Italy

Established 1820

Citrus Oils

THE house of Rognetta has long been recognized as the leading source for the highest quality of Bergamot, Lemon, Orange, Mandarin, and other citrus oils. Where quality rather than price is the first consideration, Rognetta oils are invariably given preference by the discriminating buyer.


Bergamot is an outstanding Rognetta product—one that epitomizes all of the characteristics that have given Rognetta citrus oils their enviable reputation. Its purity—its high ester content—and its body give Bergamot Rognetta a range of applicability that is, of necessity, lacking in a product of inferior quality.

Bergamot Rognetta is a product that is decidedly worth-while getting acquainted with. Samples of it and of other Rognetta citrus oils will be sent promptly upon request.

Exclusive American Agents

MORANA
INCORPORATED

GENERAL OFFICES
61-63 Vandam St. New York
PARIS
28, Rue St. Lazare
CHICAGO
230 W. Superior St.
CANADA
MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth, N.J.



Douceine

AN analysis of any successful perfume will develop that it possesses the following three qualities:

First: its ingredients are perfectly blended, thus giving the outstanding note of the composition its mellow tone.

Second: the odor lasts. Over twenty-two hundred years ago, Theophrastus, the famous Greek philosopher, wrote that "a lasting perfume is what women require." That statement holds true to this day.

Third: a note of an amber-like sweetness permeates the entire composition, giving it warmth and life.

Douceine blends, fixes, and sweetens, thus adding to the composition the three qualities that are essential to its success.

Make this test: compare a composition to which you have added *Douceine* with one without it. The result will speak for itself. To help you make this test, we will gladly send you a working sample of *Douceine* without charge.



MORANA
INCORPORATED

GENERAL OFFICES

61-63 Vandam St. New York

PARIS

28, Rue St. Lazare

CHICAGO

230 W. Superior St.

CANADA

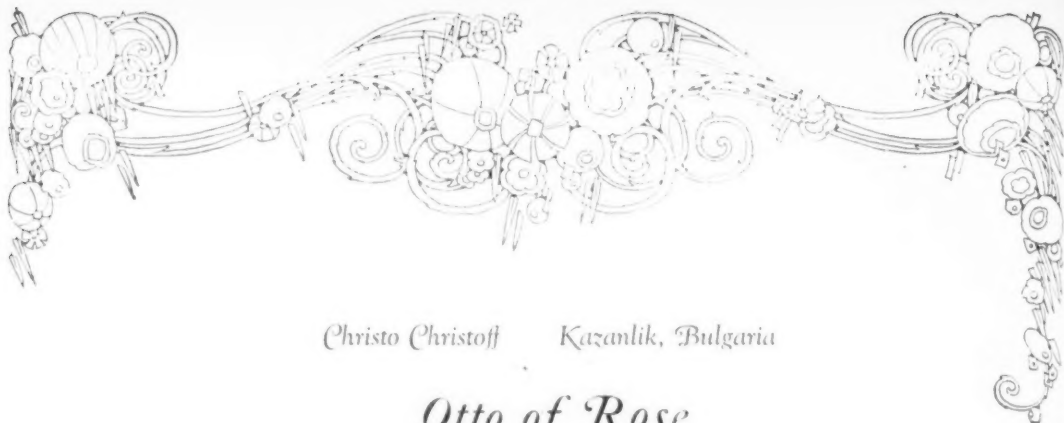
MORANA LIMITED

42 Wellington St. East

Toronto

WORKS

Elizabeth, N. J.



Christo Christoff Kazanlik, Bulgaria

Otto of Rose

IN view of the prevailing price situation, the significance of the brand name of an Otto of Rose is today of even greater importance to the consumer than heretofore.

Otto of Rose CXC, distilled exclusively by Christo Christoff, has for years enjoyed the implicit confidence of the leading American and foreign perfumers. Year after year it strengthens its hold by its undeviating adherence to the high standard originally established for it. It is the generally accepted measuring stick by which Otto of Rose is judged.

Today more than ever it behooves the consumer of Otto of Rose to compare qualities before buying. We invite that test for Christo Christoff's Otto of Rose CXC and will gladly, upon request, send samples for that purpose.

Exclusive American Agents

MORANA
INCORPORATED

GENERAL OFFICES
61-63 Vandam St., New York
PARIS
28, Rue St. Lazare
CHICAGO
230 W. Superior St.
CANADA
MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth, N.J.

Printed by
Service Department
The
American Perfumer
and Essential Oil House

SHEFFIELD TUBES

TUBES

Better Service

SINCE starting our Western Plant, it has been possible for us to release considerable equipment at our New London Plant, formerly used to supply the Middle Western trade, thus enabling us to give improved service to our constantly growing clientele in the East.

We want all buyers of collapsible tubes to profit by this improved service and the quick deliveries we are able to make.

Middle Western buyers, more conveniently supplied by our Chicago Plant, will find our complete facilities and speedy execution of their orders a revelation in tube buying. Lower freight and express rates and shorter time in transit are additional advantages.

Get the benefit of our superior service by sending us your inquiries for quotations and samples. Fill in the coupon, tear it out and mail to our nearest office.

New England Collapsible Tube Co.

Home Office and Plant No. 1
21-33 Waller Street, New London, Conn.

Western Office and Plant No. 2
3132-3134 So. Canal St., Chicago, Ill.

New York Office
41 East 42nd Street
New York, N. Y.

SHEFFIELD TUBES ARE THE BEST

Mail this coupon with your letterhead to
NEW ENGLAND COLLAPSIBLE TUBE CO.
21-33 Waller St., New London, Conn. or 3132-3134 So. Canal St., Chicago, Ill.

Please send samples and quote on following tubes:
Gross state diameter and length ☐ Plain ☐ Decorated state colors

☐ We are sending you samples of tubes now being used by us

FIRM _____ EXECUTIVE _____ ADDRESS _____ CITY _____ STATE _____

SHEFFIELD TUBES ARE THE BEST

SHEFFIELD TUBES

New Synthetic Flower Oils

Ambre Powder
Aurantine
Aurantine Savon
Benol
Centiflor
Chevrefeuille
Chyprol
Cytheria

Ciprice
Dianthus Flor
Floreal
Giroflee Flor
Lilas Flor
Lilas No. 72
Lyrose
Muguet Flor

Narcisse Flor
Oeillet Flor
Opoponal
Original Flor
Real Violet
Rose Safran
Rose Rouge
Sweet Pea Flor

Specialties

Ambrettol (Musc Ambrette) Rose Alpine
Heliotrope Concrete Tilleul (Hydroxycitronellal)
Oleo Musc Vanilline
Violette: Alpha, Beta, Keton, Methyl
Geranium Leaves artif.



Acetate Eugenol	{ fixateurs modernes	Jasmone
Acetate Isoeugenol		Isoeugenol
Acetophenone		Irisolette pure 100%
Aubepine		Linalool
Benzyl Benzoate		Linalylacetate
Bouvardol		Linalylformiate
Cinnamic Alcohol from Sytrax		Methylanthranilate
Citral chim. pur		Neroli synth., M & B
Citronellol		Phenyl Ethyl Alcohol
Civet Liquid		Phenyl Ethyl Benzoate
Cyclamol		Phenylacetaldehyde
Eugenol		Rodinol
Geraniol		Salicylate of Amyl
Geranylacetate		Skatol 100%
Geranylformiate		Violet Blanche
Jasmin No. 74		(Methyl Heptine Carb.)
Jasmin Flor		

Rose Alpine is a perfect substitute for Otto Rose which has materially increased in price due to the short crop.

The price of Rose Alpine has not been advanced.

TH. MÜHLETHALER, SOCIÉTÉ ANONYME
Nyon, Switzerland

Exclusive Representative in the United States and Canada

Orbis Products Trading Co., Inc.

215 Pearl St., New York

SOCIETE ANONYME

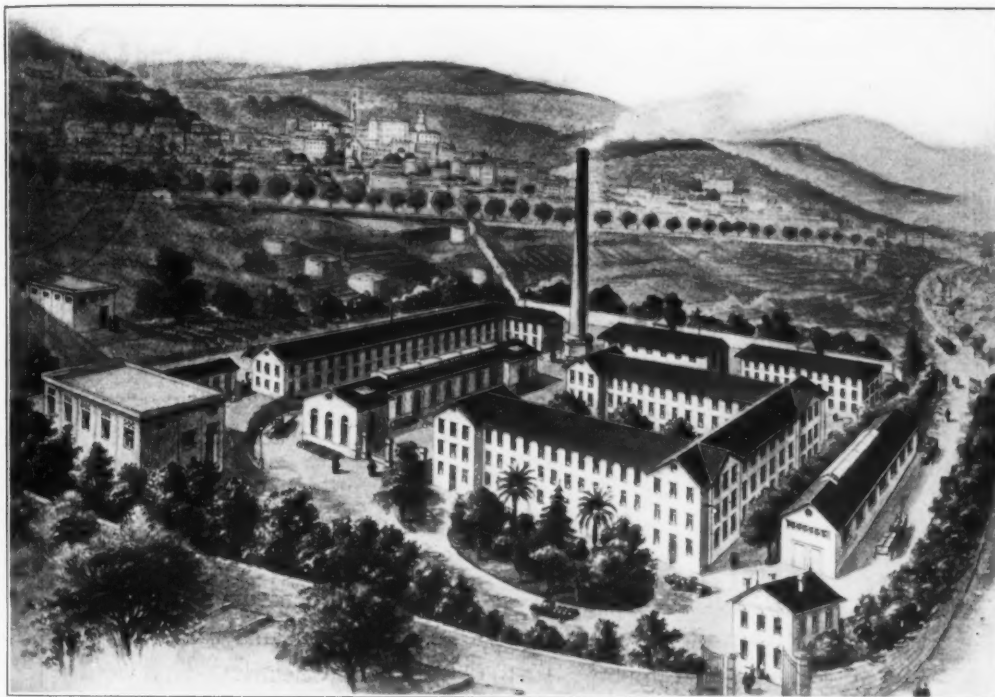
TOMBAREL FRERES

GRASSE

The Home of "Supreme" Quality

"Supreme" Natural Flower Essence

—One Step Further Than Absolute



SPECIALTIES

Oil Almonds Bitter
Oil Almonds Sweet
Oil Geranium Rose Algerian
Oil Geranium Rose Bourbon
Oil Geranium de Grasse
Oil Geranium sur Roses

Oil Lavender Mont Blanc
Oil Lavender Surfine Extra
Oil Neroli Bigarade Petale
Oil Petitgrain (sur Orange)
Oil Petitgrain de Grasse
Oil Petitgrain French

Oil Orris Concrete Florentine
Oil Orris Absolute
Oil Patchouly Extra
Oil Vetivert India
Oil Vetivert Bourbon
Oil Ylang Ylang Premier

Flower Pomades

Flower Essences Absolute

Flower Waters

Resinoides

Exclusive Representatives in the United States and Canada

ORBIS PRODUCTS TRADING CO., INC.

215 Pearl Street, New York, N. Y.

Velva

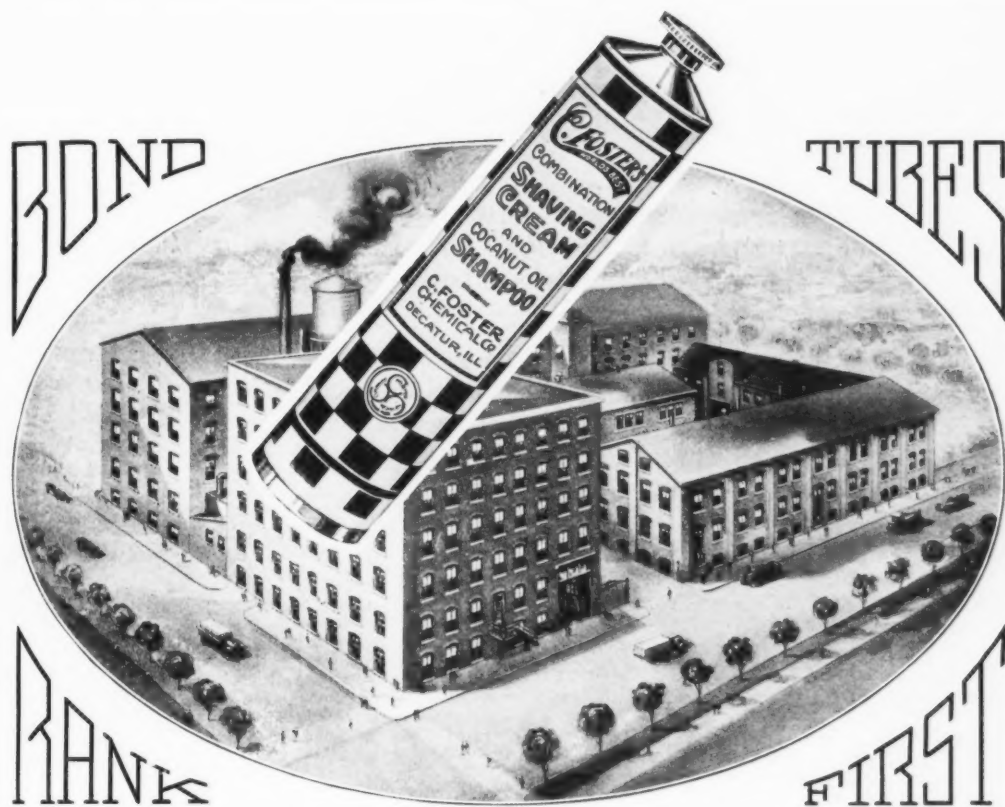
PERFUMERS' ALCOHOL

MANY years' experience in meeting the exacting requirements of discriminating perfumers has proved that our triple refining process excels all other methods of distilling, with the result that "VELVA" 190% ETHYL ALCOHOL is accepted as *the* standard of high quality.

In making up Specially Denatured Alcohol (all formulae) we scientifically combine our "VELVA" ALCOHOL with the best chemicals and denaturants obtainable, which, prior to use, have been analyzed and approved by a U. S. Government Chemist.

THE FEDERAL PRODUCTS CO., INC.
CINCINNATI, OHIO





If You Sell Toilet Preparations—

you know that sales depend to a large extent on the practical utility and the appearance of your package.

Artistic, well-made Bond collapsible tubes with their sharp register, their clear-cut lettering, their beautiful

lithography and their brilliant coloring—which does not crack or peel—combine to give that service and to make that telling appeal to the ultimate customer which leads to repeat business.

Bond Manufacturing Corporation

WILMINGTON

::

::

DELAWARE

What Makes a

IS it the design, the appearance, or the convenience of the vanity case? Is it the size? Is it possibly the puff? Or is it the quality of the rouge and powder compacts?

As creators and manufacturers of popular vanities it has been our experience that no one of these elements alone produces the really worth-while sales. What is needed always is the correctly balanced combination of them all.

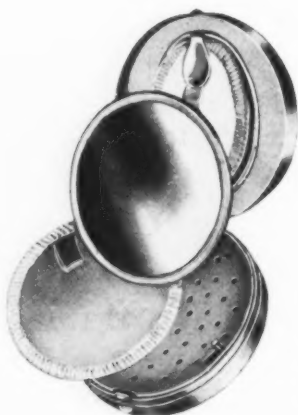
*Samples
to
Recognized
Perfumers
Only*

The Trece Laboratories

130 Willis Avenue, New York City

The Montmarte

Well-known Swing-
ing Mirror, double
and triple vanities.
Refillable rouge and
powder compact.
Triple vanity com-
plete with Lip Rouge.



Trece Oval Rouge

A departure from the old style round package. A small, neat, flat package holding a generous supply of dry or paste rouge or compact powder.

La Raneé

Twin Vanity, neat, thin, with easy opening loose face powder compartment and refillable rouge section.



a Vanity Saleable?

Samples
to
Recognized
Perfumers
Only

TRECE Vanities are interchangeable. Manufacturers can thus meet the desires of women for loose powder and compacts with the same design of package to keep the line uniform.

In size, they offer the happy medium between the ultra thin type, which cannot give the service women expect, and the bulky type which is likely to be a nuisance. These vanities are offered in non-tarnishing nickel, black or polished brass.

La Raneé Jr.

A single, complete with compact powder or loose face powder shell. This number has interesting sales possibilities.



The Trece Laboratories

130 Willis Avenue, New York City

Beaux Arts

A new double vanity of minimum height and maximum appeal—exclusively a Trece Number.



La Belle

A new single with loose face powder shell, easily refillable and holding an ample supply of powder. This number is extremely popular.

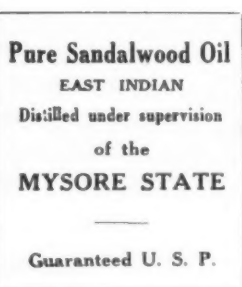


MYSORE GOVERNMENT SANDALWOOD OIL

Sole Distributors

ESSENFLOUR PRODUCTS LTD. MYSORE (S. INDIA)

Distillers of Essential Oils and Manufacturers of Perfumery Products



These Labels are Your Guarantee of Genuine Sandalwood Oil

Most of the genuine sandalwood and all of the best sandalwood grows within the borders of the Mysore State, and is a Government monopoly. No wood is sold and none is distilled except under state supervision. The only sandalwood oil recognized either by the U. S. P. or B. P. is that distilled from the wood of *Santalum Album* (Fam. *Santalacea*). As a result, nearly all the Sandalwood Oil used today, is supplied by the Mysore Government directly or indirectly.

The Mysore Government distills and sells only one grade of Oil, a strictly pure genuine Sandalwood Oil put up in distinctive cans and cases, labelled and serially numbered. Oil supplied in other styles of containers may be U. S. P. but we can accept no responsibility for its genuineness or its freedom from adulteration. The buyer who specifies Mysore Oil should receive it in original containers and is then absolutely protected. This oil we offer exclusively in labelled containers. Further protection is insured by the smaller label placed over the cap. This label is numbered and a complete record of each case shipped is kept by us.

From the fact that the price of Mysore Oil in original packages is quoted at a higher figure than the so-called U. S. P. oil it is evident that the former is accepted as the standard of quality while at the same time some reflection is cast on the probable genuineness of the latter. On this point we can only repeat that the purchaser of original Mysore packages is sure of what he is buying.

Sole Agents U. S. A.

COX, ASPDEN & FLETCHER

TELEPHONE
RECTOR 4586

26 Cortlandt Street
NEW YORK CITY

CABLE ADDRESS
COXASPDEN, N. Y.



FROM THEIR OWN FLOWER FIELDS
HEINE & CO., EXTRACT THEIR
FLOWER ABSOLUTES, AND FOR
THAT VERY REASON ARE IN A
POSITION TO SUPPLY ABSOLUTE
FLOWER OILS OF THE HIGHEST
PURITY.

JASMINE

ROSE

VIOLET

CARNATION

BROOM (Genet)

HEINE & CO.
NEW YORK

TELEPHONE BEEKMAN 1535

52-54 CLIFF STREET

Sole Distributors for HEINE & CO., A. G., Leipzig
in the United States and Canada



HEIKO

JASMINETTE WHITE

JASMINDOL S

JASMINE COLORLESS 151

JASMINE COLORLESS 625

JASMINE COLORLESS NEW

Is the cost of your Jasmine absolute too high
in your formula? Try our above Heiko Bases
in conjunction with the absolute, and retain
the strength and character — at the same
time *not* increasing the cost of your formula.

HEINE & CO.
NEW YORK

TELEPHONE BEEKMAN 1535

52-54 CLIFF STREET

Sole Distributors for HEINE & CO., A. G., Leipzig
in the United States and Canada



These

HEIKO

Bases

will prove of special interest—

Datura

Neroli

Fleur de Vigne

Rose "C"

Lilac "C"

Rose "G"

Aromatic Chemicals
of superior Quality

Phenyl Ethyl Alcohol

Methyl Ionone

Hydroxycitronellal

HEINE & CO.

NEW YORK

TELEPHONE BEBKMAN 1535

52-54 CLIFF STREET

Sole Distributors for HEINE & CO., A. G., Leipzig
in the United States and Canada



HEIKO FIXATEURS

are natural, highly concentrated Extracts, pure as to odor principle, obtained from rare gums, balsams and scented woods. They are semi-liquid, clearly soluble in all solvents and essential oils without the aid of heat.

They can be directly incorporated in soap stock.

They give the decided effect in the modern perfumes, the fine roundness and fullness of after effect, so much liked and looked for. They fix powders and creams especially well and are very durable in soaps.

Our

AMBERGRIS,
SYNTHETIC (Liquid)
AMBRIN
AMBRA, 226
AMBRA, 44
BENZOIN GUM
CASTOREUM
CIVET
DEVELOPER, E. M.
FIXATEUR, H. & Co.
FIXATEUR, C.
FIXATEUR MUSKONE
FIXATEUR TONKINON

GALBANUM GUM
KIOU NOUK
LABDANUM, light
LABDANUM, vert
MYRRH GUM
OAK MOSS, R.
OLIBANUM GUM
OPOPONAX GUM
PEROU, BALSAM
STORAX GUM
TOLU BALSAM
TONKA
ZIBETHIN

are especially recommended to you.

HEINE & CO.

NEW YORK

TELEPHONE BEEKMAN 1535

52-54 CLIFF STREET

Sole Distributors for HEINE & CO., A. G., Leipzig
in the United States and Canada

SOCIÉTÉ CHIMIQUE DES USINES DU RHÔNE

S·C·U·R

Violette Rhodia Extra Superior (100% Alpha)

Represents Ionone, alpha isomeride, in a chemically pure state. Possesses the maximum of sweetness and delicacy.

Linalyl Acetate Extra (92%-94% Ester)

This quality is specially produced for superfine perfumery and is recommended for its purity and fineness of aroma.

Tilleul Extra Concentrated

(Hydroxycitronellal Pure.) A very powerful base, suitable for all compositions and giving them a freshness of high degree.

Rhodinols I and II

Represent the principal ingredients of the natural rose oil, the Rhodinol II being of greater delicacy and more highly concentrated than the Rhodinol I.

Ionone Rhodia

This is a new synthetic base and is a mixture of the Alpha and Beta Isomerides. Very tenacious and lasting. Our own creation and manufactured at our own plant at New Brunswick, N. J.

Generous samples sent upon request

SEND FOR NEW RHODIA PRICE LIST

WE have just issued a new catalog listing the foremost S C U R synthetics and Natural Flower Oils of J & E Sozio. Write for your copy today.

SOLE DISTRIBUTORS

RHODIA CHEMICAL COMPANY

21 SPRUCE STREET, cor. William St., NEW YORK

Branch Office: 180 No. Market St., Chicago

RHODIA CHEMICAL CO.
21 Spruce Street
New York, N. Y.

Please send copy of new
Rhodia catalog and price
list.

Name
Address
City

Antoine Chiris Company

147-153 WAVERLY PLACE

Telephones:
Spring 1186-1188

New York

Cable Address:
"Chiris" New York



Natural Aromatic Raw Materials

//// for ////

Perfumers and Soapmakers

Sole Sales Agents in the
United States and Canada
for

ETABLISSEMENTS ANTOINE CHIRIS

51 Avenue Victor, Emmanuel III
Paris, France

Works

Grasse, France

Meteline, France	Lao-Kay, Tonkin
La Roque, Esclapon	Chung-King, China
Boufarik, Algeria	Tamatave, Madagascar
Grasse, France	Bambao, Comores Is.
Cayenne, Fr. Guiana	St. Denis, Bourbon, Is.
Les Hesperidees, Reggio, Calabria, Italy	

Chicago Office:
186 No. La Salle Street



Telephone:
Franklin 4598

The Same Since 1768

CHIRIS

Antoine Chiris Company



We offer the following products which we manufacture:

FLORAL CONCRETES
FLORAL ABSOLUTES FROM CONCRETES
ENFLEURAGED POMADES
FLORAL ABSOLUTES FROM POMADES
ESSENTIAL OILS
FLORAL WATERS
SYNTHETIC FLORAL OILS
SOLUBLE RESINS
OLEO RESINS
OLIVE OIL
FRUIT FLAVORS



Collected thru our agencies established at sources of supply:

PERFUMERS' EXOTICS

Grown and cured on the Estates of Antoine Chiris:

VANILLA BEANS



Inquiries other than those of the United States and Canada should
be sent direct to our Paris office.

Chicago Office:
Telephone No.

186 No. La Salle Street
Franklin 4598



**FOR
PERFUMES
AND ESSENTIAL OILS**

and wherever alcohol is used
specify

LOHOCLA
TRADE MARK REGISTERED
ALCOHOL

A Berg product, consistently dependable, made in every authorized formula.

Our warehouses are located at strategic points, assuring you fresh stock at short notice.

Get our prices on formulae
39, 39A, 39B or any others

DAVID BERG
INDUSTRIAL ALCOHOL CO.
Delaware Ave. and Tasker Street
Philadelphia, Pa.
527 Hudson Street New York City




Société Anonyme des Etablissements Justin Dupont

Argenteuil (S. & O.), France

Jasmin Invar

Absolutely stable to light, as well in solution as in a concentrated state. Does not react in coloration while mixed with other perfumes. It is from this point of view a most important product. Possesses both a powerful and flowery odor.

Phixia

(*Hydroxycitronellal*)

Fourteen years ago, for the first time, we offered this definite product in a state of perfect purity and without solvent nor adjuvant, and from this time its use has greatly increased. The most interesting fragrant chemical product discovered during recent years. It produces the sweet and fascinating perfume of the Cyclamen (Primrose). May be used for imparting a breath of flowery fragrance to all compositions, and possesses great lasting qualities.

JUSTIN DUPONT, INC.

461 Fourth Avenue

New York

HIGHEST HONORS AWARDED
AT INTERNATIONAL EXHIBITIONS FOR 40 YEARS

DE LAIRE

The Pioneer Line of

Synthetics for Perfumes and Soaps

LABDANUM No. 4

GARDENIA "D"

PHENANTHUS

CYCLAMEN

BOUVARDIA

ROSALDEINE

AROMERIA

NEROLY EXTRA

Apply for price list and samples to
DODGE & OLCOTT CO.
New York
Sole American Distributors

FABRIQUES DE LAIRE
ISSY (near Paris)
and CALAIS
FRANCE

Synthetic ^{and} Aromatic Chemicals "FLORA"

(Ask for list)

You will never know what perfection is
until you have tried:

Essbro Jasmin

Essbro Persian Lilac

Essbro White Rose

Essbro Wood Lily of Valley

Essbro Wood Violet

Rose des Alps

Mao Liquid Colors (23 shades)

Mao Liquid Oil Soluble Colors

TERPENELESS Essential Oils

Of a definite guaranteed strength
(Hallonds Dist. Ltd.)

Folded Filter Paper, Imported, 20 inch
for Perfumery and Extracts

Baudruche Skins Selected (any color)

Narcissus 221

Mao Lilac Vegetal

Mao Lilac Vegetal

Mao Hair Tonic "W"

Mao Bay Rum Comp.

Mao Eau de Quinine

O. A. Brown Company, Inc.

246 Pearl Street

New York

Perfumers' Glassware

The fundamental consideration of our organization is to have in mind in every way the best interests of our customers. You may consult us about your needs for new, distinctive glassware without any feeling of obligation.

Our bottles are made only from covered pots, thus insuring highest quality and brilliancy.



MILLVILLE BOTTLE WORKS

Main Office and Factory

Millville, N. J.

Established 1903

New York

Boston

Philadelphia

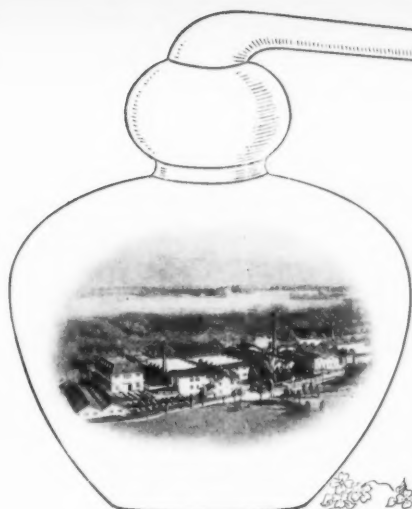
Chicago



6 dram. No. 816
Stopper No. 1022



1 oz. No. 819 Stopper No. 1032



GIVAUDAN

SYNTHETIC

MANUFACTURED AT GENEVA, DELAWARE

Acetophenone
Alcohols aliphatic, 100%
(C-8, C-9, C-10, C-11 and C-12)
Aldehydes aliphatic, 100%
(C-8, C-9, C-10, C-11, C-12, C-14
and C-16)
Amyl Salicylate
Aubepine
Benzaldehyde
Benzophenone
Benzyl Acetate,
Extra, 99% ester
Benzyl Benzoate F. F. C.
Benzyl Propionate
Benzylidene Acetone
Brom Styrol
Cinnamic Aldehyde F.F.C.
Cinnamic Alcohol 100%
Cinnamyl Acetate
Citral 100%
Citronellol
Citronellyl Acetate

Coumarin Crystals
Cuminic Aldehyde
Diethyl Phthalate
Dimethyl Anthranilate
Dimethyl Acetophenone
Dimethyl Hydroquinone
Diphenyl Oxide
Ethyl Anisate
Ethyl Cinnamate
Ethyl Phenyl Acetate
Eugenol
Fineol (Peach aldehyde)
Folione
Geraniol, all grades
Geranyl Acetate
Geranyl Butyrate
Heliotropine Crystals
Homo Quinoleine
HydroxyCitronellal 100%
Indol 100%

Irisone Pure 100%
Irisone Alpha 100%
Irisone Beta 100%
Irisone Gamma 100%
Iso Butyl Benzoate
Iso Butyl Phenyl Acetate
Iso Butyl Salicylate
Iso Eugenol, Extra
Laurine, 100%
Linalool from Bois de
Rose
Linalyl Acetate
Methyl Anisate
Methyl Acetophenone
Methyl Anthranilate
Methyl Anthranilate of
Methyl
Methyl Benzoate
Methyl Cinnamate
Methyl Coumarin
Methyl Eugenol

Met
Met
at
Met
Met
Mus
Mus
Mus
Near
Neo-
Non
Oran
Octy
Para
Para
ta
Phen
Pu
Phen
Phen
Phen

BURTON T. BU


101 FIFTH AVE

TELEPHONE: STUYVESANT

NEW YORK, N.

Chicago Office:
LUM & LEMMERMEYER, Managers
549 West Washington Boulevard

San Francisco Office:
MARSHALL DILL
216 Pine Street



ARTHETICS

DELA

GENEVA, DELAWANNA OR LYONS FACTORIES

re 100%
pha 100%
ta 100%
mma 100%
Benzoate
Phenyl Acetate
Salicylate
ol, Extra
00%
from Bois de

etate
hisate
cetophenone
thranilate
anthranilate of

enzoate
nnamate
oumarin
ugenol

Methyl Iso Eugenol
Methyl Heptin Carbon-
ate
Methyl Para Cresol
Methyl Phenyl Acetate
Musk Ambrette 100%
Musk Keton 100%
Musk Xylol 100%
Neantine
Neo-Folione
Nonyl Acetate
Oranger Crystals
Octyl Acetate
Para Cresol Acetate
Para Cresol Phenyl Ace-
tate
Phenyl Acetaldehyde
Pure
Phenyl Acetic Acid
Phenyl Ethyl Acetate
Phenyl Ethyl Alcohol

Phenyl Ethyl Propionate
Phenyl Propyl Acetate
Phenyl Propyl Alcohol
Phenyl Propyl Aldehyde
Raldeines (Methyl Ionone)
Rhodinol Extra
Rhodinol Acetate
Safrol
Santalol 100%
Strawberry Aldehyde
Terpineol
Terpinyl Acetate,
Extra, 90-95%
Terpinolène
Vanillin Crystals
Yara Yara

SOLUBLE RESINS

Benzoin Absolute
Castoreum
Civette No. 40

RTON T. BUSH, Inc.

101 FIFTH AVENUE

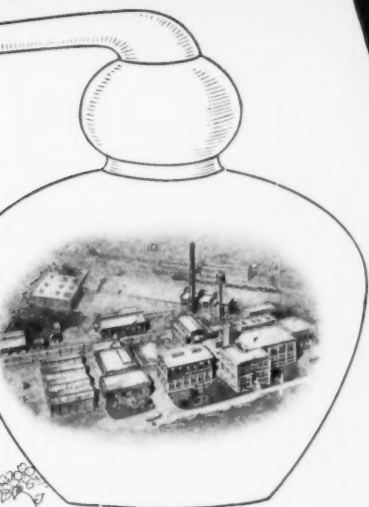
TELEPHONE: STUYVESANT 8557-8-9

NEW YORK, N. Y.

Managers
levard

San Francisco Office:
MARSHALL DILL
216 Pine Street

Montreal Office:
STUART BROTHERS
41-43 Place d'Youville



DELAWANNA

ate Galbanum
e Labdanum Absolute
ol Oak Moss Liquid
yde Olibanum Absolute
one) Opoponax
Styrax
Balsam Tolu
Balsam Peru

OLEORESINS

Capsicum
Ginger
Orris, Florentine
Vanilla Bean

TERPENELESS OILS

S Bay
Lemon
Orange
Petitgrain

GIVAUDAN-DELAWANNA

PHENYL ACETALDEHYDE PURE DELAWANNA

We now offer the American perfumer and soap manufacturer a pure Phenyl Acetaldehyde which WILL NOT POLYMERIZE. This means a pure Phenyl Acetaldehyde is now procurable which will always give the same full Jacinthe odor value as when first purchased.

Our laboratory tests show the usual Phenyl Acetaldehyde containing 99½% to polymerize 30% during the first month after manufacture, the subsequent polymerization becoming slower, but none the less positive, until the product is finally worthless.

Chemists have been working for years to produce a stable Phenyl Acetaldehyde. We are proud to announce that this has been accomplished at our Delawanna Works, justifying our original belief that

IT CAN BE DONE IN AMERICA.



BURTON T. BUSH, Inc.

101 FIFTH AVENUE

TELEPHONE: STUYVESANT 8557-8-9

NEW YORK, N.Y.

Chicago Office

LUM & LEMMERMEYER, Managers
549 West Washington Boulevard

San Francisco Office:

MARSHALL DILL
216 Pine Street

Montreal Office:

STUART BROTHERS
41-43 Place d'Youville

GIVAUDAN-DELAWANNA

LILAC FLOWERS VII

Lilac is without doubt the most popular of odors. Its sweet, delicate elusiveness has won the popularity so well deserved. There is no odor so refreshing, and so appealing, gladdening the heart and stimulating the imagination.

An odor with the life and freshness of the Lilac has long been the despair of perfumers, for lacking the necessary basics, exact duplication of the flower was impossible.

In giving *Lilac Flowers VII* a trial, you will find that a Lilac with real life and lasting qualities may be easily built around this basic, giving the sweet, delicate, elusive odor only paralleled by that of the living flower.

We are pleased to place in your hands the result of the combined efforts of our Laboratories at the reasonable price of \$38.00 per lb.



BURTON T. BUSH, Inc.

101 FIFTH AVENUE

TELEPHONE: STUYVESANT 8557-8-9

NEW YORK, N.Y.

Chicago Office:

LUM & LEMMERMEYER, Managers
549 West Washington Boulevard

San Francisco Office:

MARSHALL DILL
216 Pine Street

Montreal Office:

STUART BROTHERS
41-43 Place d'Youville



*Discriminating
Manufacturers insist upon
Using Raw Materials of exceptional
Quality as a base for their product.*

ISCO SILVER TALC

*Is noted for its constant uniformity
In fineness, whiteness and
Undeviating purity.*



White Seal Zinc Oxide Extra Light U. S. P.
Magnesium Carbonate U. S. P. Magnesium Carbonate Tech.
Zinc Stearate U. S. P. Magnesium Stearate U. S. P. Rice Powder
Light Precipitated Chalk Heavy Precipitated Chalk



INNIS, SPEIDEN & CO.

INCORPORATED

MANUFACTURERS, IMPORTERS, EXPORTERS OF INDUSTRIAL CHEMICALS

46 CLIFF STREET

NEW YORK CITY

BRANCHES

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND

FLORIGAN "C"

Polak & Schwarz

A new creation of exceptional merit suitable as a base for Chypre, Narcissus and fancy bouquets.

Imparts that characteristic which many of the French perfumes possess.

Write for samples today

NATURAL



STRENGTH

Exclusive Agents for United States and Canada

WANGLER-BUDD CO.

INCORPORATED

Cable Address
"Julyon" New York

35 FULTON STREET
NEW YORK

Telephone
Bookman 3040-3041-0657

Western Representative
WILLIAM A. SUSANKA
143 W. Kinzie St.
Chicago Ill.

PHENYLACETALDEHYDE

PURE



THE name of Polak & Schwarz is so closely identified with this delicate product that we hardly need to draw attention to its merits. Every perfumer who tries it but *once*, will freely admit that he cannot find another product on the market of equal quality.

We guarantee the aldehyde content, and through fresh weekly supplies, we deliver *regularly* a product that has not deteriorated through long storage.

POLAK & SCHWARZ LTD.

ZAANDAM :: HOLLAND



Exclusive Agents for United States and Canada

WANGLER-BUDD CO., Inc., 35 Fulton St., New York

Western Representative of Wangler-Budd Co., Inc.:

WILLIAM A. SUSANKA

143 W. Kinzie St., Chicago

ARTIFICIAL MUSK

AMBERTTE ~ KETON ~ XYLOL



A. MASCHMEYER JR.

AMSTERDAM (OMVAL), HOLLAND
ESTABLISHED 1900

MANUFACTURERS OF HIGH-CLASS
SYNTHETICS AND AROMATIC CHEMICALS

ARTIFICIAL MUSKS are produced by many manufacturers with varying success. And, although the same chemical formula establishes the identity of these products, the indelible mark of a manufacturer's skill distinctifies the superior product from the ordinary, and is largely responsible for its acceptance by the trade.

The factories of A. Maschmeyer, Jr., which supply us with Artificial Musk, have perfected a method of manufacture which leaves little to be desired in crystallization, fragrance and odor strength.

We are in a position, at this time, to offer you attractive prices on your Musk requirements, and shall be pleased to receive inquiries from you.

Sole American Agents

Pfaltz & Bauer, Inc.
300 PEARL STREET · NEW YORK

Branches

Chicago Cleveland Boston Los Angeles San Francisco

Rose Liquid Absolute

ROSE Liquid Absolute Petal and Entire are two Rose products of Petcheff & Co., made from Bulgarian Roses at Sopote, in the heart of the Rose Country, Bulgaria. There is no difference in the strength of these two products but a slight variation in character. Both are extracted in modern French apparatus, by experienced French workmen, from the Concrete by means of Petroleum Ether. Samples gladly furnished on request.

PETCHEFF & COMPANY

Philippople, Bulgaria



Linalool Extra

A SACHSSE PRODUCT of exceptional merit, representing the odoriferous principle of Bois de Rose. It is chemically pure, uniform in quality and strength; and especially adaptable for use in Lily and Rose blends.

E. SACHSSE & CO.

Leipzig



Sole American Agents

Pfaltz & Bauer, Inc.

300 PEARL STREET-NEW YORK

Branches

Chicago Cleveland Boston Los Angeles San Francisco





Build Sales with Solar Compacts Under Your Own Name

MORE and more perfumers are coming to the conclusion that for genuine quality and real utility there can be no better and no more economical rouge and powder compacts than ours.

The texture is fine, deep, smooth and creamy; the coloring is natural and the powder dusts off readily from the puff with abundant covering power.

Furnished in bulk or in complete packages under your own name and brand.

Write for Samples and Full Information.

SOLAR LABORATORIES

INCORPORATED

435 East 24th Street

Paris, France—Marceau Truchi
144 Avenue de Versailles

New York, N. Y.





ROSE BULGARIE

A synthetic Otto of Rose of marked beauty. It closely reproduces the distinctive characteristics of the natural product.

Offered in place of it, but can be successfully used with it; in both cases at greatly reduced cost.

Final result: A Rose product scientifically produced, of deep, flowery and lasting strength, costing less than one-third of the natural.

SYNTHETIC AROMATIC CHEMICALS (Rose products)

PHENYL ETHYL ALCOHOL

One of the main constituents of the Natural Attar of Rose.

PHENYL ETHYL ACETATE

Has the sweet, refreshing and somewhat fruity odor of fresh Rose leaves.

PHENYL ETHYL PROPIONATE

Similar to the Butyrate, but more mellow. Added to Rose blends, it will impart the sweet, refreshing, yet soft perfume of the Red Rose; also essential ingredient for fine Strawberry and Peach Flavors.

PHENYL ETHYL PHENYL ACETATE

A crystalline product, having a faint, rose-like odor and possessing great fixing qualities; useful in Rose, Jonquil and Narcisse blends.

PHENYL ETHYL BUTYRATE

On account of its high purity, the product has a strong odor of freshly cut Rose leaves. Used in Raspberry Flavors it will improve both aroma and flavor.

GERANIOL ROSE CITRONELLOL, extra pure RHODINOL ROSE

THE
C. E. ISING
CORPORATION



MANUFACTURING CHEMISTS
FLUSHING
NEW YORK

Hexyl Methyl Keton

A real basic for a superior Carnation odor. It is utilized in the oil concentrate in an approximate proportion of eight to ten percent. It imparts a lasting true character to the finished product unobtainable with any other synthetic or natural product.

Phenyl Ethyl Alcohol

Of our own manufacture, chemically pure and matured to bring to fruition that delicacy of odor so invaluable in a Rose product.

*Samples, prices and suggestions
for utilization on request*

FLORASYNTH LABORATORIES, INC.



Olmstead and Starling Avenues
New York, N. Y.



Wheaton Glassware

Of course!—

You want the dealer to give your packages favorable position in his displays.

But, do your containers merit preferential space?

It is not mere accident that gives front position to products presented in Wheaton Glassware. It is expert knowledge gained from thorough study and analysis of what the consumer desires.



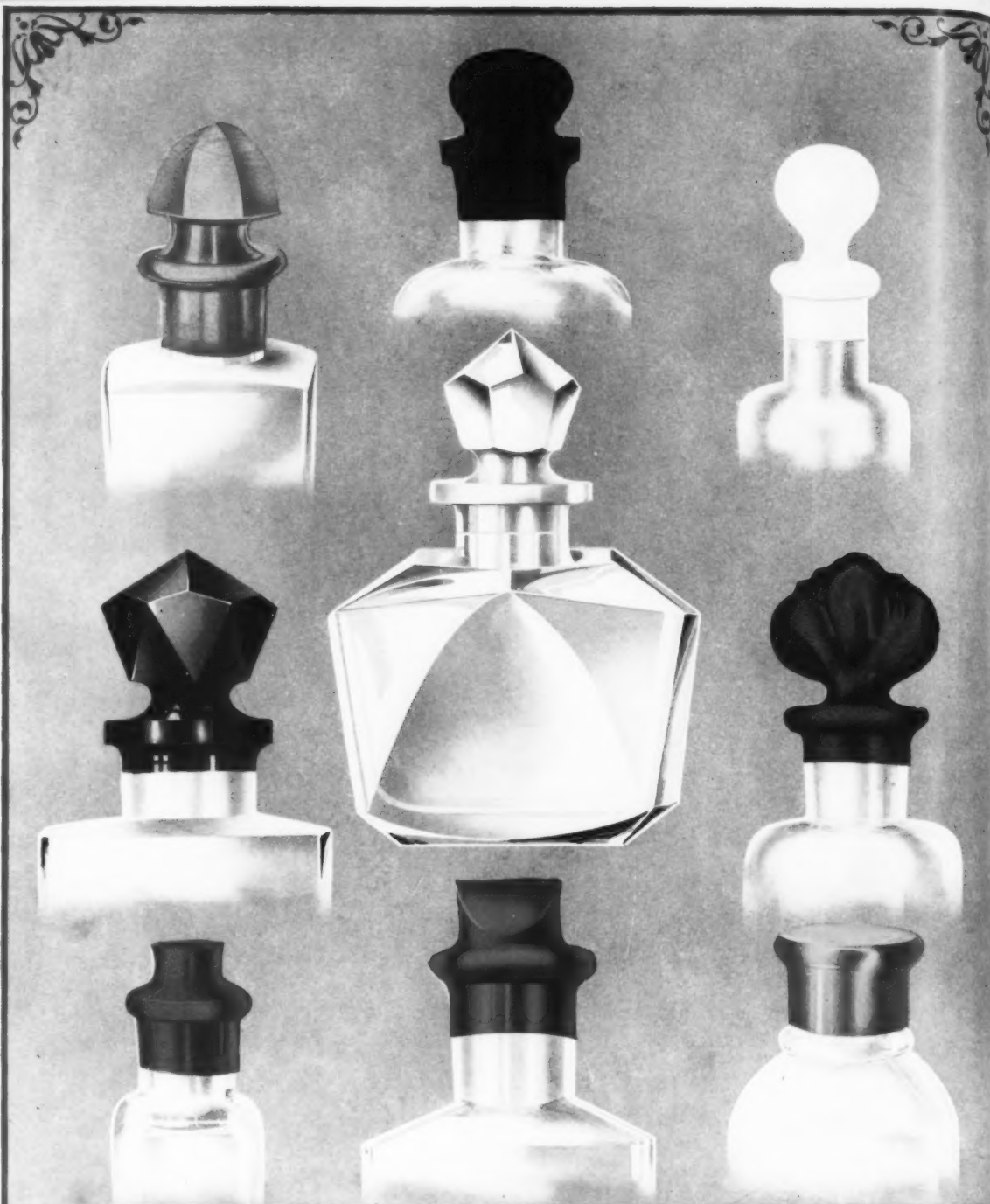
2 oz. "Nancy" Bottle
with "Nancy" Stopper

Also supplied in
1 oz. size

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS

MILLVILLE, N. J.
Telephone 235-236
ESTABLISHED 1888

NEW YORK OFFICE
Telephone—Cortlandt 4917
165 BROADWAY



SEALEX—A Tight and Strong Seal for Bottles and Vials

This excellent capping material serves as a tight seal and an artistic decoration for glass or cork stoppered bottles and vials for perfume, toilet preparations, pharmaceutical specialties, etc.

This material reduces the cost of sealing, reduces labor and increases output. Furnished in liquid form in 16 colors. The nine shown above are: Gold, Blue, White, Black, Transparent, Violet, Green, Red and Orange.

Metallic Colors: Gold, Bronze, Silver, Green, Blue. Solid Colors: Violet, Pink, White, Blue, Black, Red, Orange, Green. Transparent Colors: Colorless, Red, Yellow, Green.

The bottles are handled individually or in groups—the dipping is done only once—it dries quickly and firmly—is very tough and will resist rough handling and all vapors and liquids. Write for sample capped bottle and moderate prices.

General Offices and Factories
Millville, N. J., U. S. A.

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS

New York Office
165 Broadway



BELGIAN TRADING COMPANY, Inc.

15 MOORE STREET, NEW YORK CITY

IMPORTERS, EXPORTERS AND MANUFACTURERS OF ESSENTIAL OILS,
BASIC FLAVORS, ORGANIC AND SYNTHETIC PRODUCTS

"ORGANICO"

Formerly Nadal, Desparmet & Cie, Nanterre, France

Manufacturers of High-Grade Synthetic Aromatic Chemicals
—Products of Rare Quality—

GERANIOL, CITRONELLOL, RHODINOL EXTRA,
HYDROXYCITRONELLAL 100%, VETIVERT ACETATE,
AMBROL, METHYL HEPTINE CARBONATE 100%,
ISO IRONE, METHYL IONONE, PHENYLETHYL ALCOHOL,
ACETATES, BUTYRATES and FORMATES of GERANIOL,
CITRONELLOL, RHODINOL and PHENYLETHYL ALCOHOL.
ACETATES, ALCOHOLS and ALDEHYDES C.8 to C.12

**Bergamote 36/38 (FSCO
Marangolo)**

Recognized as the best product of its kind
in Europe and America.

**Oil of Lavender 30/32,
35 40, 40/45**

None better in quality. Prices low. Large
spot stocks.

Samples of all above products cheerfully furnished for comparative test

Sole Distributors in the United States, Canada and Mexico for

"CODAN PRODUCTS"

"ORGANICO"

(Formerly Nadal, Desparmet & Cie)
Nanterre, France

HORTUS-NEROLIUM COOPERATIVES

Pegomas-Vallauris-Golfe, Juan
France

FRANCESCO MARANGOLO & FIGLI

Messina, Italy

CHICAGO REPRESENTATIVE
JOHN C. FRANZEN, 40 No. Wells Street

PACIFIC COAST REPRESENTATIVE
THE RAYMOND COMPANY
140 California Street, San Francisco, Calif.

PHILADELPHIA REPRESENTATIVE
CLAYTON F. SHOEMAKER, JR.
689 Drexel Bldg.

TORONTO, CANADA, REPRESENTATIVE
RALPH J. CHAPMAN
205 Yonge Street

BELGIAN TRADING COMPANY

Norda Essential Oil & Chemical Co.

INCORPORATED

121 East 24th Street

New York

MUSK TONQUIN MUSK SAWKO CIVET "SELECT"

Direct importation from primary sources.

Natural Musk and Civet are the very foundation of every successful odor.

Only the most selected qualities will answer your purpose. Our products are guaranteed to be the choicest material procurable.

Norda Essential Oil & Chemical Co.

INCORPORATED

J. MERO & BOYVEAU

(Benard & Honnorat, Successors)

Established 1832

Grasse, France

We respectfully call the attention of the American Perfumer to the utmost importance of the careful selection of his Essential Oils.—Only by the use of superlative high qualities can absolutely satisfactory odors be produced. More than ninety years of practical experience guarantee you that an oil carrying the J. M. & B. Label will pass the most exacting test.

On account of the great scarcity of well aged qualities, we beg to recommend

Vetivert Bourbon J.M.B.

Patchouly Monde J. M. B. De Penang

Jasmin Natural Liquide B., J.M. B.

One of our specialties whose merit can only be appreciated by actual use. As we are only able to produce a limited quantity of this unsurpassed and at the same time very low priced Jasmin, we must request your prompt inquiries.

Permit us to send you working samples.

Sole Representatives for United States and Canada

Norda

Essential Oil & Chemical Co.

INCORPORATED

121 East 24th Street

NEW YORK



No. 72



No. 270



No. 215



No. 231



No. 233



No. 188

Make Your Bath Salts Bottle Distinctive

with one of our especially designed continuous thread or friction top caps.

These are furnished in a variety of designs in fancy metal, plain brass, polished brass, nickel plated or in other metals. The designs include the popular panel top and are mechanically perfect.

We also specialize in distinctive caps for talcum and tooth powder cans as well as jars.

We would be glad to submit samples and data showing how one of our distinctive metal caps will improve the appearance of your package.



No. 237



No. 234



No. 185



No. 232

BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

Frank S. Hyatt
President & Treasurer

Lorenzo H. Pike
Sec'y & Asst. Treas.



No. 238



No. 184



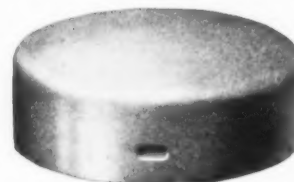
No. 236



No. 230



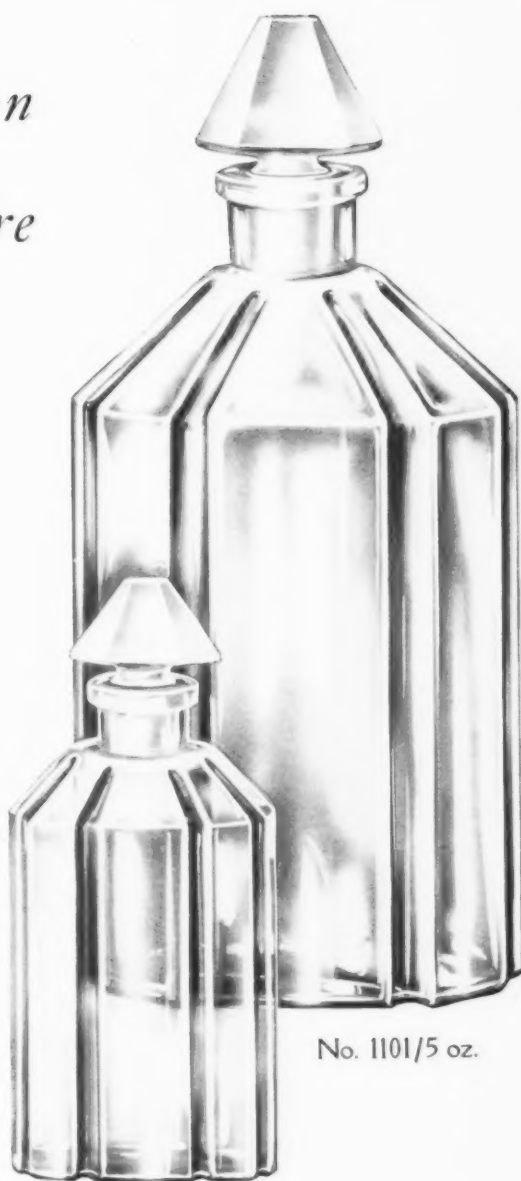
No. 106



No. 269

*A New Creation
in
Perfume Glassware*

THIS beautiful creation in this style is especially adapted for high grade perfume. Furnished in two popular sizes or more if necessary. The illustrations represent bottles of one and five ounce capacities. May be had in plain, frosted or crystal finish with any style of stopper desired.



No. 1101/5 oz.

1101/1 oz.

CARR-LOWREY GLASS CO.

MAIN OFFICE: BALTIMORE, MARYLAND

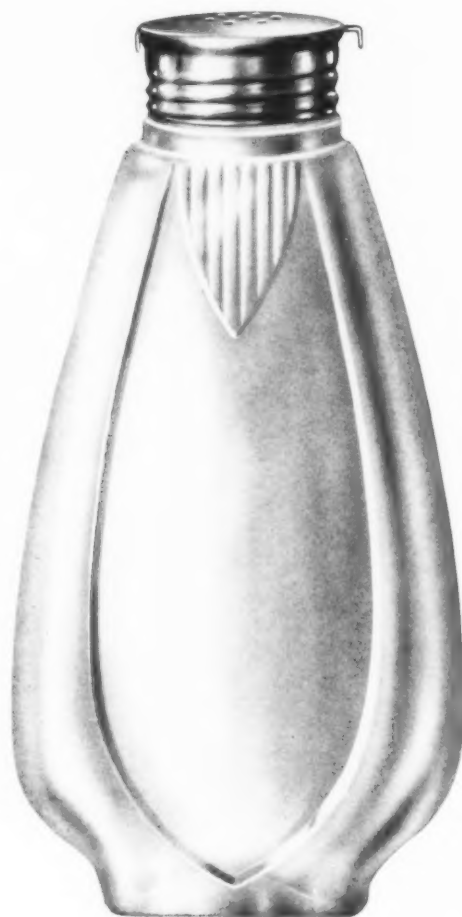
NEW YORK OFFICE
41 East 42nd Street

CHICAGO OFFICE
1944 Conway Bldg.

Talcum Powder Bottles



No. 921



No. 1100

THESE graceful designs are manufactured in our New Process Department. Furnished in flint or frosted finish.

CARR-LOWREY GLASS CO.

MAIN OFFICE: BALTIMORE, MARYLAND

NEW YORK OFFICE
41 East 42nd Street

CHICAGO OFFICE
1944 Conway Bldg.

QUALITY

STABILITY

UNIFORMITY



Five Specialties

Each a Leader in its Class

Narcissus Extra

A rich fragrant Narcissus odor of exceptional tenacity and sweetness, comparing favorably with the highest priced Narcissus in the market.

The Pound \$34.00

Narcissus Fleur

A Narcissus odor suitable for most uses. Powerful and lasting. A trial quantity will prove its value.

The Pound \$18.00

Amarette

An odor creation that is essentially fragrant and refined. Blends very readily in bouquet types. If you wish your products to equal the best American and foreign odors use Amarette.

The Pound \$14.50

Jasmin Blossom

The completion of an odor depends upon the quality of Jasmin used. Our Jasmin Blossom, is of highest type, will complete a perfume and give it the finishing touch that is expected of the best Jasmin.

The Pound \$18.00

Rhodinol V. D.

The chemistry of Rhodinol is still in dispute, but there is no dispute about our Rhodinol being uniform, free from weedy by-odors, and of superior quality.

VAN DYK & COMPANY

6 Platt Street

Founded 1904

New York

In making perfumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s Brand Diethyl Phthalate.

Better Facilities to Serve You

THIS new, big, modern factory was built by the White Metal Manufacturing Co., in order to give more complete service to manufacturers of toilet preparations.

It is situated in the outlying section of the metropolitan territory, removed from the smoke and grime of the average manufacturing district and yet near enough to enjoy every modern economical shipping facility. On the south the building overlooks a large park. On all sides sunshine floods the big, airy spacious lofts.

It is equipped with the most modern machinery, much of which was designed and built especially for us. Every facility is afforded for making collapsible tubes in the most efficient, the most scientific and the most sanitary way.

But of more importance, it is manned by a large organization of men who take pride in their work, of men trained to fulfill our exacting requirements and of executives who have grown up with the tube business.

We invite opportunity to confer with you on requirements for plain and decorated collapsible tubes of all sizes, tin, tin coated and lead; and sprinkler tops of every variety, plain and plated.

Sales representatives in the following cities:

Minneapolis, Minn.

Chicago, Ill.

San Francisco, Cal.

Detroit, Mich.

Philadelphia, Pa.

Boston, Mass.

Cincinnati, Ohio

New Orleans, La.

New York City

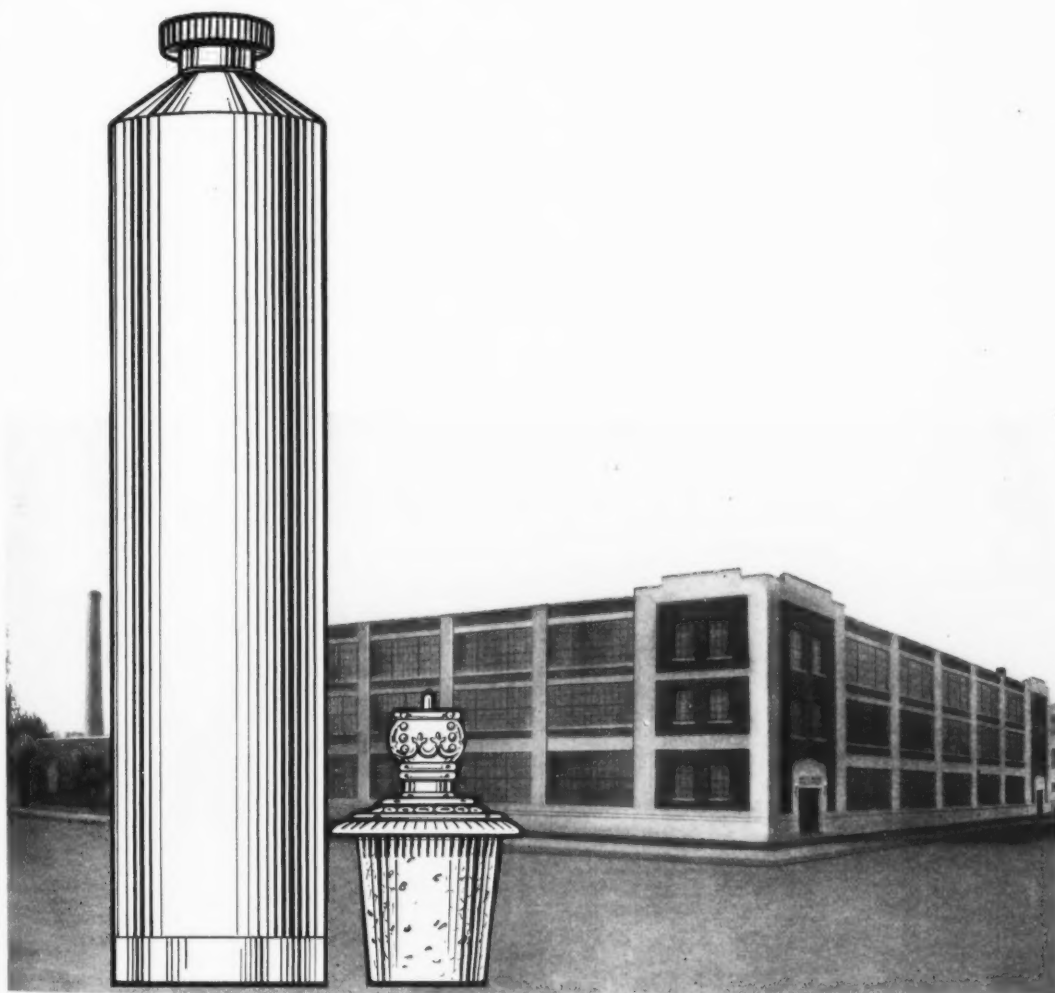
White Metal Manu f

Chicago Representative
CHAS. A. RINDELL, INC.
64 W. Randolph St.

Boston Representative
A. L. DROWN
173 Milk Street

1012 Grand Street

du In Our NEW FACTORY

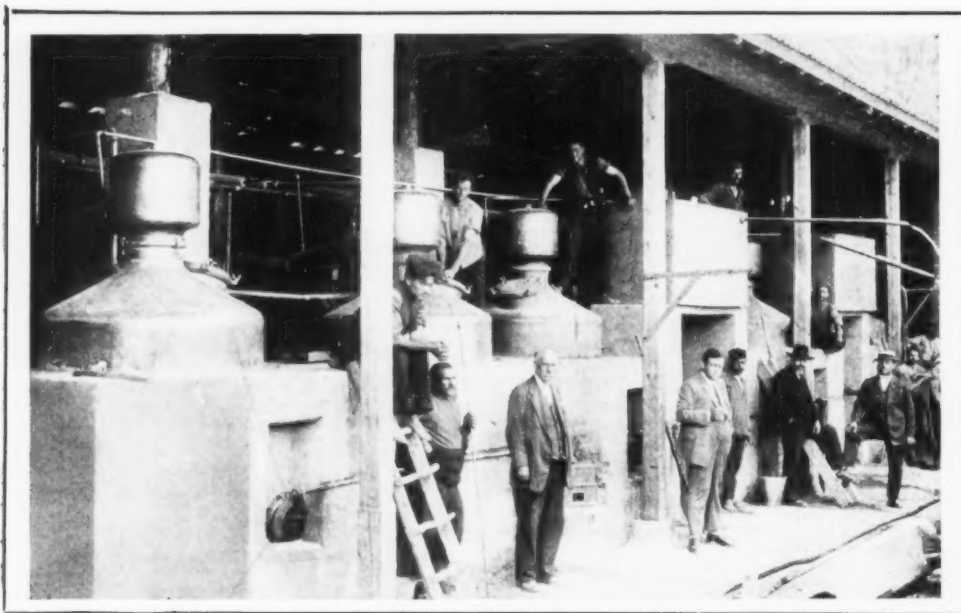


Manufacturing Company

et Hoboken, N. J.

Philadelphia Representative
WILLIAM F. KIEFER
420 Bulletin Bldg.

Detroit Representative
R. M. STEVENSON
305 Donovan Bldg.



Stills of 2,500 Litres Capacity

CONSTANTIN MINTCHEFF & KETCHEDJIEFF

Kazanlik, Bulgaria

Otto of Rose

Pure Natural

Our product is guaranteed to be the natural odor of the rose, and owing to its purity it is in demand among the most noted firms in the perfumery business.

Model factories:

KAZANLIK, PAVELBANIA AND CHEINOVO

Exclusive Agent for the United States and Canada

REPRESENTATIVES

DETROIT, MICH.
305 Donovan Building

CINCINNATI, O.
208 Main Street

ST. LOUIS, MO.
305 Arsenal Street

P. R. DREYER

15 PLATT ST., NEW YORK, N. Y.

Western Representative

William H. Schutte Co., Inc.

33 W. Illinois Street

Chicago, Ill.

REPRESENTATIVES

KANSAS CITY, MO.
2932 Fairmont

BOSTON, MASS.
173 Milk Street

PHILADELPHIA, PA.
5707 Warrington Ave.



BRANCH FACTORY AT ST JOSEPH

*The first house to establish
a special factory
in the flower fields*

BERTRAND FRÈRES

SOCIÉTÉ ANONYME
ESTABLISHED 1858

GRASSE

MAIN FACTORY : GRASSE
BRANCH FACTORY : ST JOSEPH

Sole Representative in the United States and Canada

P. R. DREYER

15, PLATT STREET
NEW-YORK N.Y.

SPECIALTIES:

FLORAL ESSENCES

Liquid and Solid

Absolutes and Pomade Concentrations

RESINS

ORRIS

OAK MOSS

LABDANUM

(Cystol)

LILAC B. F.

An exceptional oil—flowery and powerful—equal to the best imported products in the American market

SYNTHETIC TONQUIN MUSK

An excellent substitute for the natural article at a reasonable price

BERTRAND FRERES

Established 1858

MAIN FACTORY
GRASSE

GRASSE

BRANCH FACTORY
ST. JOSEPH

Sole Representative in the United States and Canada

P. R. DREYER

15 PLATT ST. NEW YORK, N. Y.

REPRESENTATIVES

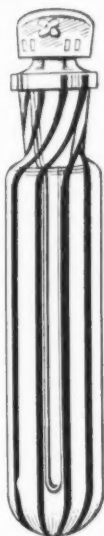
DETROIT, MICH.
305 Donovan Building
CINCINNATI, O.
208 Main Street
ST. LOUIS, MO.
305 Arsenal Street

Western Representatives

William H. Schutte Co., Inc.
33 W. ILLINOIS ST. CHICAGO, ILL.

REPRESENTATIVES

KANSAS CITY, MO.
2932 Fairmont
BOSTON, MASS.
173 Milk Street
PHILADELPHIA, PA.
5707 Warrington Ave.



The Ever Useful Vial

Of the many uses perfumers find for the ever popular small vial, perhaps none is of more importance than the opportunity such vials afford for practical sampling at a profit.

How widespread this practice of filling has become is evidenced by the fact that nearly all of the foremost manufacturers, including some of the most exclusive and conservative American and French Perfumers, offer their various odors in small purse sized containers retailing at one dollar or less. Not only does this permit milady to carry her favorite perfume with her, but it enables her to obtain a costly perfume at a price she can afford. Again when only a small sum of money is involved, a woman is inclined to venture a trial of a new odor more readily.

Undoubtedly the vial is here to stay because it is both useful and practical. It is now generally conceded that women have been educated within the last few

years to carry their favorite perfumes with them in small containers. This habit is one that perfumers may well capitalize not only as a means of doing practical sampling but also to reach a large number of women who may be induced to purchase new perfumes at popular prices who could not be depended upon to purchase it in larger packages.

We have a **vial** or **novelty container** for almost **every purpose**, and a large assortment is carried in stock. In addition to this complete line, we have designed and are offering various kinds of **Filling Devices** which reduce the cost of filling perfume into these small containers materially. Our **Sealtight Capping Material** is excellent for the purpose of sealing bottle stoppers.

What are your requirements? Let us know and we will gladly submit samples and prices, and also assist you with any other information desired.

SCIENTIFIC SPECIALTIES CO., INC.

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE

(124 E. 16th STREET)

NEW YORK

"RACO" Resins

are a series of natural fixatives, extracted from Balsams, Resins and Drugs. These fixatives are liquid and soluble; strong and persistent in odour and indispensable to the Perfumer and Soap-manufacturer.

**Benzoe,
extra purified
liquid**

nearly colourless and a very fine persistent fixative for soaps which does not discolour. Very useful in highclass Perfume-compounds.

**Cedarwood-
extract,
liquid**

A very strong fixative of a delicate fine odour, superior to the essential oil, having more the aroma of the wood than the latter.

**Iris-extract,
liquid**

To be used direct in Soaps without dilution. If used in essential oils, it will make them cloudy, therefore we recommend the direct use in Soaps without diluting.

**Iris-extract,
extra purified
liquid**

This product is soluble in any proportion in essential oils and alcohol and can advantageously take the place of the expensive essential oil in Soaps.

**Labdamum,
extra purified
liquid**

A light product which does not discolour, having great fixative properties and very useful for oriental bouquets.

**Mastix,
extra purified
liquid**

A light and good fixative very useful for flowery Soap-compounds and Eau de Cologne-Soaps.

Clove-extract

This is not an Eugenol-product but an extract of a very fine odour having great fixative properties.

**Olibanum,
extra purified**

Has a finer odour than the essential oil, having great fixative properties; very useful in fancy perfume.

**Opoponax,
extra purified**

Gives very delicious results in fancy perfumes and possesses very good fixative properties.

**Sandalwood-
extract,
liquid**

This product should not be compared with the usual Sandalwood Resinoides on the market; it has the delicious odour of the wood and is of greatest purity and strength.

**RAAB
ARTIFICIAL
MUSKS**

Represent a perfection of product only accomplished through years of experience. Samples of our three grades, namely, Ambrette, Ketone and Xylol will convince you of their worthiness for your perfumes.

Working samples will be sent on request.

CHEMICAL WORKS ROERMOND H. RAAB & Co., LTD. ROERMOND (HOLLAND)

Agents for the U. S. A., Canada, Mexico and Cuba, etc.:

MAGNUS, MABEE & REYNARD, Inc.
32 Cliff St., NEW YORK

CHICAGO

BOSTON

CORRECT methods of manufacture and vigilance are necessities in the maintenance of the best standards of production of our products. Complex character, susceptibility to chemical and physical changes, render the process of their preparation for market a procedure that belongs to the specialist.

Our organization, built up during 30 years of progress, has specialized in the manufacture, importation, etc., of Essential Oils, Aromatic Chemicals, Synthetics, Floral Oils, Basic Perfume and flavoring materials.

We call your particular attention to the items listed below:

Oil Patchouli Pure
Oil Geranium African
Linalyl Acetate
Oil Lavender Flowers
Oil Sandalwood U. S. P.
Artificial Musks
Methyl Paracresol Ether
Bromstyrol

MAGNUS, MABEE & REYNARD
INC.

Manufacturers—Importers—Exporters
Essential Oils—Drugs—Chemicals

Main Offices: 32 Cliff Street
NEW YORK CITY, N. Y.

CHICAGO

BOSTON

INDOL

Recent importation places us in a position to offer an excellent article at advantageous prices.

Replacing High-priced Natural Oils with Absolute Success

BERGAMOT, Artificial Pound	\$2.75
LEMON, Artificial "	1.75
ORANGE, Artificial "	1.75
MANDARIN, Artificial "	4.50
OTTO OF ROSE "Repro" "	48.00
PEPPERMINT, Artificial "	9.50
VETIVERT, Artificial "	9.50
YLANG YLANG, Artificial "	5.50



PHENYL ACETIC ALDEHYDE, Pure . . lb.	\$10.50
DI-HYDROXY CITRONELLAL, Pure "	9.75
CITRONELLOL, Imported, Pure "	6.75
GERANIOL, C. P. Imported, Pure "	4.50
VIOVIOLET, BETA, Pure "	5.75

PIERRE LEMOINE, Inc.

108 John St.,

New York, N. Y.

156 W. Washington St., CHICAGO, ILL.

CAVALLIER FRERES

GRASSE, (France)

PURE LAVENDER PRODUCTS

Super Absolute - Absolute
Semi Liquid - Liquid

U.S.P. - 32% - 36% - 42% - 50% Ester Content

Distilled directly in the Alpes-Mmes. from
flowers cultivated by them for many years of
a quality known as NON PLUS ULTRA

New Crop Prices Available



Pure Natural Flower Essences

Super Absolute—Absolute—Concrete—Liquid

CASSIE, GENET, JASMINE, JONQUILLE, MIMOSA,
NARCISS, OEILLET, ROSE, ORANGE BLOSSOM,
RESEDA, TUBEROSE, VIOLET, VIOLET LEAVES,
FLEURS d'ORANGER INTEGRALE

MOUSSE de CHENE MOUSSE de CHENE Colorless

SAUGE SCLAREE

NEROLI BIGARADE PETALE PETITGRAIN de GRASSE



We Specialize in High-Grade Modern Perfume Oils

Samples and special service at your disposal.

PIERRE LEMOINE, Inc.

108 John St.,

New York, N. Y.

156 W. Washington St., CHICAGO, ILL.

The equipment of these affiliated companies is thoroughly modern—and entirely adequate to insure economical and efficient production and distribution



Back of every shipment . . . known resources . . . known standards of manufacture

THE alcohols and alcohol chemicals offered by these affiliated organizations are produced under the supervision of highly trained chemists, equipped with every facility for research and test. The uniformity and quality of these products meet the highest recognized standards—and their variety covers most manufacturing requirements.

Alcohols

Amyl Methyl
Ethyl Denatured

Esters

Acetate Lactate
Carbonate Oxalate
Phthalate

Ethers

Cotton Solutions
Plasticizers
Solvents



ALCOHOL and alcohol chemicals are used to a greater or lesser degree in almost every manufacturing industry to-day.

To many of these industries an adequate and continuous supply of these chemicals is vital.

Such organizations cannot afford to risk interruptions in production, or even shut-downs, by hazardous buying. They must place their orders (often for large quantities) where they *know* that these orders can be filled, where they can *depend* on the uniform quality of the chemicals needed.

* * *

The most experienced users of alcohol and alcohol chemicals are steady customers of the U. S. Industrial Alcohol and U. S. Industrial Chemical Companies. For in placing their orders with these pioneer organizations—whose leadership in their respective fields is beyond question—they know what is back of every shipment.

They know that the resources of these affiliated companies—covering raw material supplies, manufacturing equipment, and distributing facilities—offer the best protection against delays, variations in quality, or instability in price.

U. S. INDUSTRIAL ALCOHOL CO.

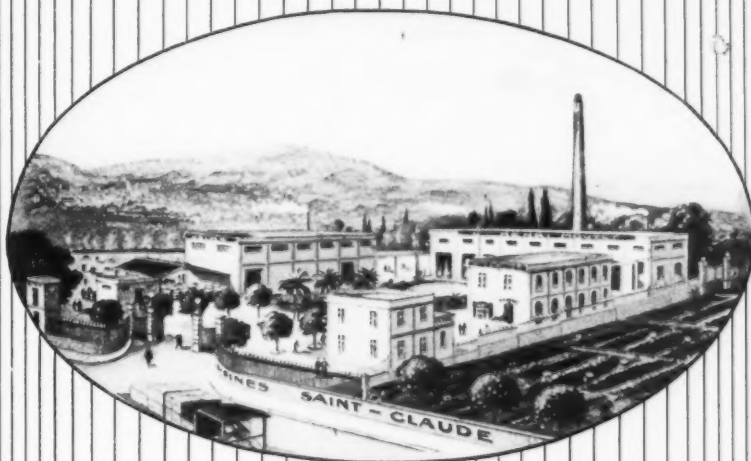
U. S. INDUSTRIAL CHEMICAL CO., INC.

Executive Offices: 110 East 42nd St., New York

Sales branches in all principal cities

J. HENRI MOUTET

GRASSE



SPECIALTIES

FLORAL ESSENCES

(Liquids and Absolutes)

Jasmin • Rose • Orange (flowers)
Violet Leaves • Narcissus • etc.

ESSENTIAL OILS

Lavender 30% • 35% • 40% • 45%

Neroly Bigarade Petals
Petit Grain Bigarade, etc.

RESINS: Oak Moss, Orris, etc.



*A Delightful and
Popular Odor for
a Toilet Water ~*

NARCISSUS A.

\$20.00 per Pound — \$1.35 per Trial Ounce

SEND FOR A SAMPLE

L. A. VAN DYK
Manufacturing Chemist

20 East 12th Street
New York

12th Floor
6 No. Michigan Avenue
Chicago



"Lustrus" Finish

WE produce this sparkling, brilliant, highly polished smooth surface for bottles by our new patented machine process. When this finish is applied to the bottle, mould marks and other surface defects are removed at a slight additional cost. Perfumers are invited to send samples of their private mould bottles so that we may actually demonstrate the improvement made by Lustrus finish.

We manufacture both bottles and stoppers in Black and in various shades of Green, Blue, Ruby and Amber.

SWINDELL BROTHERS

BALTIMORE, MARYLAND

NEW YORK OFFICE—200 FIFTH AVENUE



1 oz. No. 247
With No. 107 Frosted Stopper
Exact Size, Front Appearance



1 oz. No. 250
With No. 128 Frosted Stopper
Exact Size, Front Appearance

NOT only your perfume, but the bottle in which it is contained, should be your own creation. Yet so many technical problems are involved in making bottles that it is practically impossible for the perfumer to design his package solely along the lines of his artistic taste.

Those who desire to create their own packages wisely call in consultation the bottle manufacturer whose experience and knowledge cover not only the technical and mechanical features

of bottle making, but who also is thoroughly familiar with the artistic elements which help to bring success in this exacting industry.

Perfumers may work with us without sacrificing their own ideas for the creation of beautiful glassware. To them we are prepared to render complete service and to cooperate wholeheartedly in the design of bottles truly distinctive, wisely practical and at the same time highly artistic and pleasing to the public.

SWINDELL BROTHERS

BALTIMORE, MARYLAND

NEW YORK OFFICE—200 FIFTH AVENUE

QUALITY



UNIFORMITY

Registered Trade Mark

BATH SALT COLOR-ODORS

One pint of Elko Colorodor mixed with 100 lbs. of salt crystals produces a finished product, uniformly colored and highly perfumed, immediately ready to package, at a cost of but a few cents per pound. Complete list of Colorodors with samples of finished Bath Salts will be cheerfully furnished. Colorodors reduce labor of manufacturing to a minimum.

ELKO FLOWER OILS and POPULAR BOUQUET BASES

Unexcelled in quality, strength, uniformity and lasting properties

CARNATION PINK
JASMIN WHITE
LILAC SUPREME
NEROLI FLEURS
NARCISSE
ORANGE BLOSSOM
ROSE OTTO
SWEET PEA
VIOLET SUPREME

AMBER D'OR
AROMA des FLEURS
FLEUR de MAI
FLEURLURE
JICKEY
LILY VALLEY
LOCUST BLOSSOM
MYLIS
MYROSA

NUIT de OR
ROSE LA FRANCE
LILAS de FRANCE
POPPY FLEUR
REVE de FLEUR
MOUSSE de FLEUR
FLEUR de JARDIN
VIOLET VICTORIA
WILD MARJORAM

ELKO UNRIVALLED QUALITY AROMATICS

Alcohol Cinnamic
Alcohol Phenylethyl
Aldehydes C8 to C12
Acetate Citronellyl
Acetate Geranyl

Acetate Phenylethyl
Acetate Styralyl
Acetate Terpinyl
Acetate Benzyl
Citronellol Extra

Cetone D
Geraniol Extra
Linalool
Oranger Fleurs
Heliotropine

Hydroxycitronellal
Oranger Fleurs
Ionone Alpha
Ionone Methyl
Violet Vert. 100%

Our samples will convince you of our superior quality. Our prices will show you true economy.

E. M. LANING CO.

78-80 GREENWICH ST.

Incorporated

NEW YORK

Cable Address: EMLANING, New York

Sole American Representatives

H. EUZIERE & CO.

GRASSE, FRANCE

Manufacturers of

NATURAL FLORAL PRODUCTS
ESSENTIAL OILS and "ESSODORS"

CHAS. LACOUR

PARIS, FRANCE

Manufacturers of

SPHINX SEALS





WITHOUT A RIVAL
PIERRE DHUMEZ & CO.
UNSURPASSED PURE NATURAL FLOWER OILS

LABDANUM CONCRETE BRUTE FRANCAIS

Contains all the valuable properties of French Labdanum. To the perfumer who has not used "DHUMEZ' LABDANUM CONCRETE BRUTE FRANCAIS" we will gladly submit a sample for approval.

\$3.00 per Pound

GOMODORS
BENZOIN DE SIAM
MOUSSE DE CHENE
BENZOIN DE
SUMATRA

Inquiries Gladly Acknowledged

COMPAGNIE PARENTO, INC.
CROTON-ON-HUDSON, N. Y.
Sole American and Canadian Agents



Direct Sales to Consumers *At Lowest Prices*

BY THE

ETABLISSEMENTS ALBERT VERLEY

8, 9 and 10, Quai de la Marine—ILE ST.-DENIS (Seine), FRANCE

Cable Address: Verley—Ile St.-Denis—Code ABC 5th Edition

The oldest and best known house for the preparation
of all fine chemical products

AROMATIC RAW MATERIALS

Natural and Synthetic

for

PERFUMERY, SOAPS, FLAVORS
CONFECTIONERY, ETC.

CONDITIONS OF SALE

Our price is quoted in dollars, C. I. F., at place of destination, all charges included, excepting tariff.

All inquiries and orders should be addressed directly to Etablissements ALBERT VERLEY, ILE SAINT-DENIS (Seine) France. Shipment will be made immediately by the most rapid route.

Payments by check on Paris after the receipt and verification of the shipment. Consult us freely regarding any products that may not be included in our catalog.

Samples gratis on request

We urgently request all that may be interested to form their own opinion of our products, after a personal examination and test.

Special quotations on quantity orders

TRADE



MARK

*Novelty:***ALDÉHYDE JASMINIQUE**

A new product giving the floral note—extraordinarily persistent, recalling the odor of jasmone, the base of jasmin absolute.

In the opinion of the perfumers who have examined Aldéhyde Jasminique, it is certain to find in perfumery, a place equal to that won by Ionone.

PRICE: \$46. per kilo
(\$21. per pound)

*Novelty:***JASMIN "SUMMUS"**

A product having the definite odor of the flower, but much more persistent and more tenacious than the natural product.

PRICE: \$32. per kilo
(\$14.50 per pound)

ETABLISSEMENTS ALBERT VERLEY

8, 9 and 10, Quai de la Marine—ILE ST.-DENIS (Seine), FRANCE

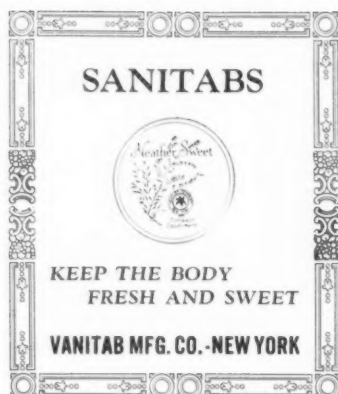
Cable address: Verley—Ile St.-Denis—Code ABC 5th Edition

TRADE



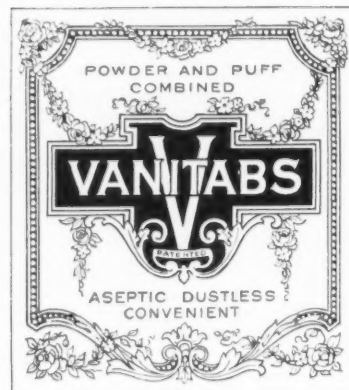
MARK

Vanitab or Sanitab Samples



are used
not
thrown
away

Powder and Sanitary Puff Combined

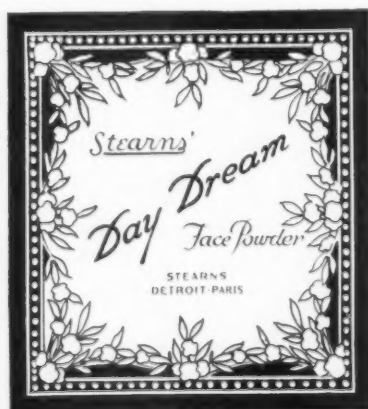


With Vanitabs you can effectively and economically sample Face Powder, Rouge or Perfume.

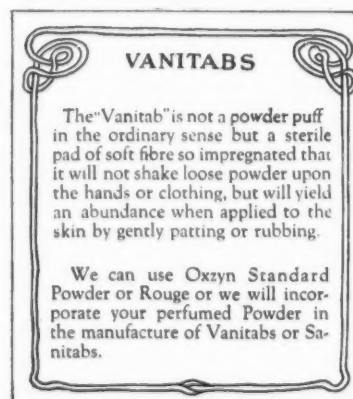
The fabric contains the powder incorporated by a patented process and the printed wrapper carries your story.

We can supply Vanitabs in quantities of 10,000 or more at less cost than it costs to produce any other kind of a finished sample.

May we quote you on Vanitabs or Sanitabs containing your own powder and perfume, and bearing your imprint.



Oxzyne
Company
154 ELEVENTH AVENUE
New York City



"SERVICE FOR THE MANUFACTURING TRADE EXCLUSIVELY"

Compacts

Rouge
and
Powder

Lip Rouge
Cosmetique
Eye Brow Pencils

*Quality
and
Service*

*Originators of NATURAL ROUGE for
Brunettes, Blondes and Olivettes.*

OXZYN COMPANY

154 11th Ave. New York City

In Business Since 1874

Our colors are analyzed periodically for their purity and safety by one of the leading Testing Laboratories of New York City. We guarantee our Lip Rouge and Compact Rouge to be absolutely safe and not harmful even if absorbed by the skin.

"PLAIMAR" OIL

SANTALUM CYGNORUM

A Message of Economy to Soap Makers and Perfumers

ARE you interested in saving 30 to 50% on your Oil of SANDALWOOD?

"PLAIMAR" Oil of SANTALUM CYGNORUM will do the trick.

Long research, culminating in the development of the most highly scientific methods, together with the use of the finest selected wood, insure the fine delicate aroma and high SANTALOL content which give this Oil its great popularity.

It is not a novelty or untried article, but has been successfully used in this country and abroad for nearly four years under the name of Oil of Sandalwood, Australian— PLAIMAR. The botanical name has been recently adopted for the designation of this oil to avoid the possibility of confusion with Oil of Sandalwood, E. I. (Santalum Album) which is at present the official oil for drug use.

Buy PLAIMAR oil and insure uniformity of quality and regularity of supply. It is sold under the following guaranteed analysis:

Spec. Grav. 20° C. 0.95 to 0.972
Ref. Ind. 20° C 1.498 to 1.504
Opt. Rot. ad. —4° to —15°
Alcohols as Santalol . 90% to 95%
Sol. in 70% Alcohol } 1 in 3 to
 } 1 in 6 vols.

PLAIMAR, LIMITED

PERTH

WEST AUSTRALIA

United States Representatives

The Imperial Export Company, Inc.

15.25 Whitehall Street, New York, N. Y.

Telephone—Bowling Green 6736

Stocks Carried in New York and London for Immediate Delivery

The Spirit of the Nation

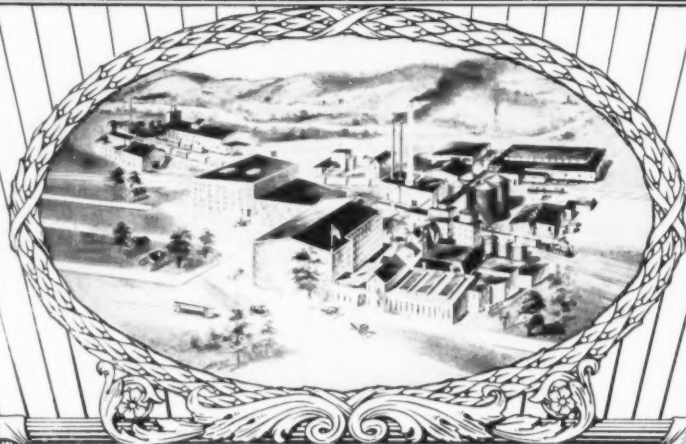


*Battle of New Orleans, Jan. 1815.
The Americans were led by Gen. Andrew
Jackson, inaugurated President on
March 4, 1829.*

Certified Grain Alcohol

The Rossville Company

LAWRENCEBURG, IND., U.S.A.



*Ask Your Dealers Which
Perfume They Prefer
to Handle—*

1. One that will withstand long exposure to sunlight in the shop window and exposure to varying degrees of temperature in the display counter or on the shelf without the slightest fear of damage, or—
2. One that must never be exposed too long to sunlight and must be kept in a cool, dark place on the shelf lest the delicate contents deteriorate?

Neither sunlight nor ordinary changes in temperature have any effect on perfumes and toilet waters made with Certified Grain Alcohol. It is so absolutely free from all harmful foreign elements that it contains nothing which could react in any way to alter the character of the original odor.

DISTRIBUTORS

Atlanta
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Detroit

The Rossville Company

LAWRENCEBURG, IND., U.S.A.

DISTRIBUTORS

Louisville
Minneapolis
New Orleans
New York
Omaha
Philadelphia
Pittsburg
St. Louis

*Why pay excessive prices for imported, or so-called imported,
perfume raw material, if NOW you can buy*

Direct from American Manufacturers

who have had actual European experience, and who use the most advanced processes to ensure *superior yield, perfect quality, and positive economy in price.*

If you must have the *best obtainable ROSE INGREDIENTS*, products of absolute purity and olfactorily perfect, *at the right price*, compare our:

RHODINOL C. P.

RHODINOL

GERANIOL ABSOLUTE EXTRA

GERANIOL PALMAROSA

with what you consider best in imported products selling at much higher figures. We are confident that you will make but one decision. The odds in our favor are too great for anyone to hesitate.

For JASMIN Notes our:

BENZYL ACETATE F.F.C.

LINALOOL from BOIS DE ROSE

BENZYL FORMATE

LINALOOL from BERGAMOT

BENZYL PROPIONATE

LINALYL ACETATE 70% and 90%

JASMONE KETONE

are to-day used by perfumers who lay stress on quality and economy

We manufacture these items.

We use them ourselves in the compounding of our

ROSE LA FRANCE 912 and JASMIN 912

of great popularity, which have replaced in many formulas imported products sold at fancy prices.

Get our complete list and prices for quantities.

If you believe that equal, if not better perfumes than those made abroad can be produced *at the right price* by Americans, let us cooperate with you and prove to you where we can save you money.

FELTON CHEMICAL COMPANY, INC.

Manufacturers of raw materials for perfumers, flavor manufacturers and soap makers.

61-65 TAAFFE PLACE

BROOKLYN, N. Y.

Descollonges Freres

LYON

FRANCE

PARIS

*Latest specialties from the laboratories
of Messrs. Descollonges Freres:*

Boroniol

An original verdure like scent with a strong suggestion of Australian Boronia oil.

Oeillet De Provence

A perfect imitation of the exquisite odor of the carnation flower.

Jacinth De Provence

A new and faithful synthesis of the perfume of the hyacinth flower.

Surolene

This interesting chemical with its strong suggestion of the elder flower will impart a soft velvet tone to compositions.

Ocimenol

A new chemical possessing a penetrating and waxy character, which helps to restore to your compounds the freshness of the flower.

*The names of the following well known specialties
of ours, are synonymous with quality:*

Jasmin de Provence**Flosal****Fleur d'Oranger de Provence****Phenylethyl Alcohol****Tuberose de Provence****Methyl Heptin Carbonate****Aldehydes C-8 to C-12**

Exclusive Selling Agents for United States and Canada

BENJ. FRENCH, Inc.

CHICAGO

Frank B. Tracy
1203 Hartford Bldg.

NEW YORK

160 FIFTH AVE.

PILAR FRERES

Grasse (A. M.)

Established 1820

Factories at Grasse

also at

Mouans-Sartoux in the Jasmine and Rose gardens

Lavender distillery at Noyers s/Jabron in the Alpes

NATURAL FLOWER OILS

Cassia	Jasmine	Narcissus	Rose de Mai
Orange Flower	Jonquil	Carnation	Tuberose
Jacinth	Mimosa	Reseda	Violet
Violet (Leaves)			

BAUMODORS (ABSOLUTE RESINS)

Benzoin	Labdanum Green	Myrrh	Opoponax
Castoreum	Labdanum Spanish	Olibanum	Peru
Orris	Oak Moss	Olibanum Clear	Styrax
Styrax Clear	Tolu	Tonka	

Neroli "Pilar" —Famous for its fine quality

Lavender —Distilled at our own plant at Noyers
s/Jabron, highest grades of uniform quality.

Exclusive selling agents for United States and Canada

BENJ. FRENCH, Inc.

Chicago
Frank B. Tracy
1203 Hartford Bldg.

New York
160 Fifth Avenue

"EVERGREEN"

is a by-word with manufacturers of Toilet Preparations, Perfumes, etc.

Where

"EVERGREEN"

Blended Conc. Flower Oils

are used, it means Uniformity and Strength of Odor, with LASTING QUALITY, at reasonable costs, bringing continued re-orders.

For *Cold Cream*,
our ROSE "E"
at \$25 sells
the cream.

For *Eau de Quinine*
like the imported
QUININE "F"
at \$7 a lb.

Wonderful *Lilac Water* with
LILAS VEGETAL, per lb. \$16

CHYPRE at \$36 a lb. for *Perfume Extract*

Over 200 other Blended Oils; some will interest you. Write for samples, and complete price lists of our BLENDED CONC. FLOWER OILS and COLORS, and Booklet of Toilet Requisite Formulæ.



EVERGREEN CHEMICAL CO.

The Oldest Concentrate House

Established 28 years

9 CHURCH ST.

NEW YORK



The package
carrying your
talcum to milady should
be as dainty and welcome to
her as the first breath of Spring.



THE TIN DECORATING CO. of BALTIMORE

ONE of the country's largest manufacturers of toilet preparations made the following comment after receiving his first Tindeco tins:

*"I feel that our
Box is the best piece of
lithographic reproduction
I have ever seen in France
or in America!"*



The TIN DECORATING COMPANY of BALTIMORE

MAIN OFFICE AND PLANT
BALTIMORE

NEW YORK OFFICE
469 Fifth Avenue
Telephone: Vanderbilt 6517

CHICAGO OFFICE
36 South State Street
Telephone: Central 2057

SAN FRANCISCO OFFICE
821 Market Street
Telephone: Kearney 6975



Are You Looking for A Distinctive Package?

[We manufacture high quality products]

Vanity Compact Cases
Loose Powder Cases
Lip Stick Containers
Jar Covers and Caps

*All products are made in all standard
sizes, shapes and finishes*

MAJESTIC METAL SPECIALTIES, INC.

OFFICE AND SHOWROOM

342 WEST 14TH STREET

NEW YORK CITY

CHelsea { 2780
2781

ORE

OFFICE
ket Street
arney 6975

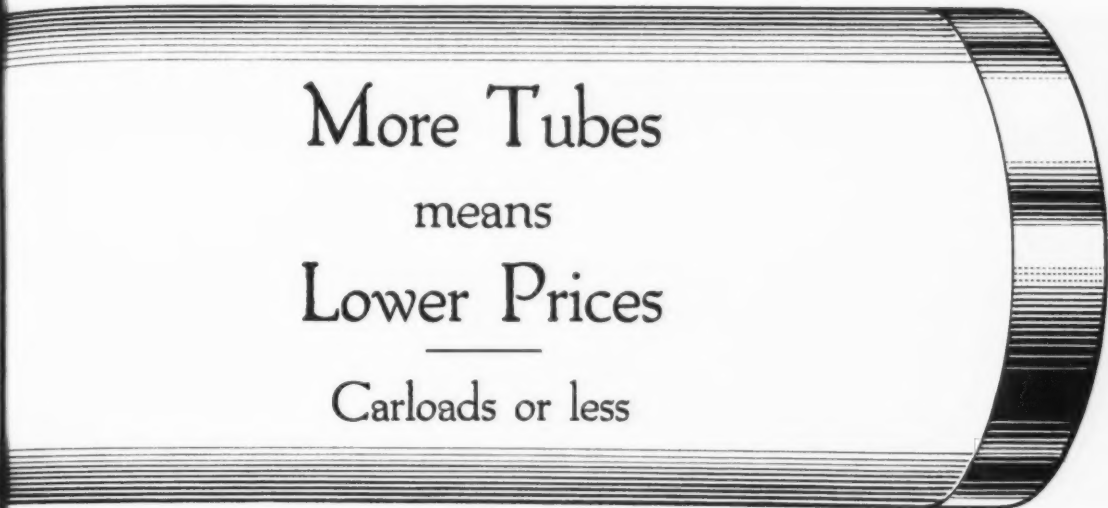

nted by
Department
an Perfumer
ational Guild



Announcing
More Equipment
50% Increase
in Production . . .

Tin Tubes
and
Lead Tubes

Quality has no Substitute!

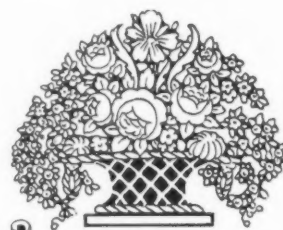


More Tubes
means
Lower Prices

Carloads or less

Frank H. Lynch
PRES.





"RIGHT-O" COSMETIC OILS

Expressly intended for Cosmetics, such as cold creams, massage creams, skin foods, soaps and shampoos.

Since these odors can be judged only in the finished product, liberal samples will be forwarded, ample for a trial batch.

Almond Comp.
Almond Rose
Arbutus
Bouquet No. 108
Bouquet No. 125
Bouquet P.
Bay Comp.
Carnation
Champaca
Chypre
Corylopsis
Foin Nouveau
Eau De Cologne
Guimauve
Heliotrope
Hyacinth
Huile Antique
Idiol
Jasmin
Lavender
Lettuce
Lilac
Lily of the Valley

Lily May
Mellilot
Muguet
Musk
Mikado Bouquet
Narcissus
Neroli
Oeillet
Opononax
Orange Blossoms
Peau D'Espagne
Patchouli
Rose
Reseda
Sandalwood
Sweet Pea
Syringa
Trefle
Veloutine
Verbena
Violet
Wisteria
Ylang Ylang

AT YOUR DISPOSAL
Another new series of new,
inexpensive SHAMPOO and
SOAP ODORS (not listed above).
Likewise SOAP COLORS.
Samples

DR. ROBERT M. FROEHLICH
MANUFACTURING AND CONSULTING CHEMISTS
311 West 59th Street
NEW YORK

A Question We Cannot Answer

RARELY does the postman enter our offices without bringing a request for an explanation of the Apli Process for the production of dry compressed compacts of rouge and powder.

¶ Those inquiries cannot be answered. The Apli Process is secret.

¶ It embraces a special combination of raw materials with a treatment which develops an unique quality. It relates, as well, to methods of volume production.

¶ It is a trilogy which produces Apli Process compacts that retain the exquisite texture of loose powder of the finest grades.

¶ Laboratory technique today has reached the point of extreme importance. Compact containers have been revolutionized by the discarding of the paper box. Now, we have metal cases of intricate and novel designs.

¶ To prepare compacts for these new containers; to maintain conformity of texture and shade; to evolve intriguing shapes, requires careful study and elaborate equipment.

¶ For these purposes our laboratory is equipped with miniature tool shops supervised by expert artisans who can create dies for any style of tablet.

¶ This technical skill is at your service.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

151-153 West Nineteenth Street • New York

Cheaper? —Why Certainly!

IN the final analysis Apli Process compacts cost less.

¶ Their first cost, as befits their quality, is a trifle higher, but the elimination of breakage and returns brings their net cost below that of ordinary compacts.

¶ When ten thousand Apli Process compacts are shipped, ten thousand are used. No rejects for imperfections, chipped edges or marred surfaces. Laboratory inspection sees to that.

¶ Finally—you have the finest compacts of rouge and powder ever known in the industry.

*Let us prove that
by Samples!*

Five Standard Rouge Shades

Five Standard Powder Shades

Certified As To Absolute Purity

AMERICAN PERFUMERS' LABORATORIES, Inc.
Makers of the World's Finest Cosmetics

151-153 West Nineteenth Street

- New York

Send This Coupon

Submit Apli Process Rouge and Powder Compacts

Name.....

Address.....



THERE is no question about the automatic machine being able to make attractive perfume bottles—and also no question about the prices being lower than for hand-blown ware, where good sized quantities are involved.

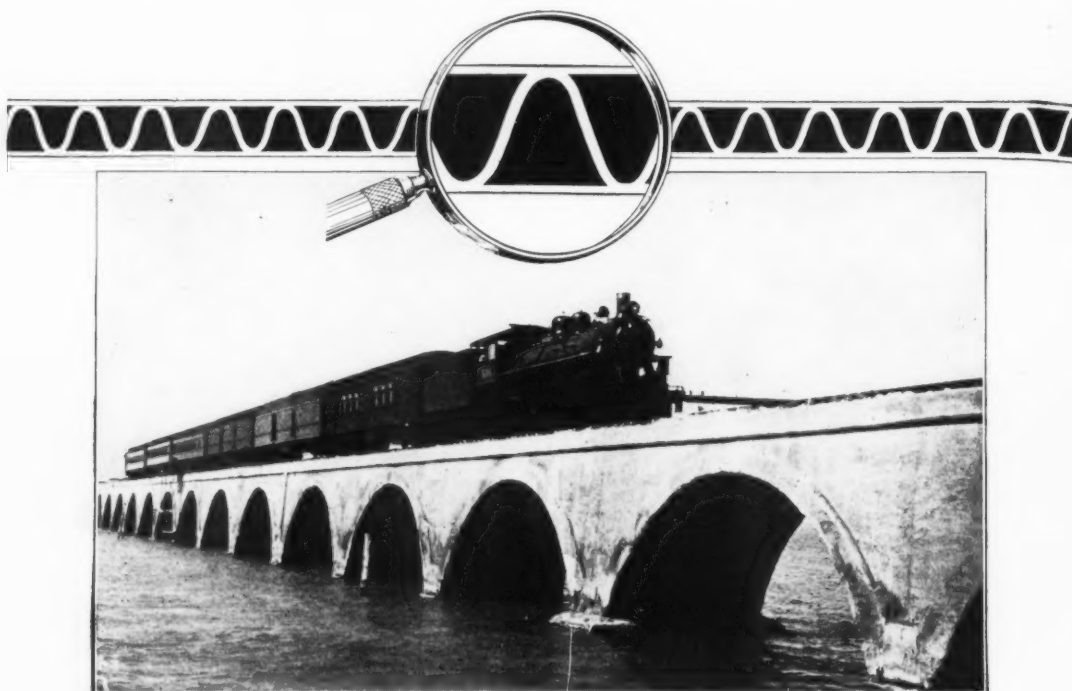
The handsome packages illustrated here are private mold bottles we have recently made for customers. While these particular bottles are not offered for sale, they indicate the general scope of the machine and show what we can do for you if you say the word.

Illinois Glass Company

Established 1873

ALTON

ILLINOIS



View of world famous viaduct south of Long Key on the Florida Coast. An all-arch construction.

You Can Depend On Mid-West Boxes

The greatest possible degree of safety and protection to the goods shipped—that should be the standard requirement of every buyer or shipper who places an order for corrugated boxes.

And the buyer can determine if he is using the right kind of a box *only* by checking up on performance. If you are using Mid-West corrugated shipping boxes you will find husky, well built units, aggressively resisting and absorbing pressure, shock, vibration and abuse for the greatest possible protection to your goods.

Three Distinctive Mid-West Features

Waterproof Container:
Is everything its name
implies.

Triple Tape Corners:
Stop tapes from splitting
and peeling.

Offset Score: Insures
tight closing contact
of end flaps.

High, strong arched corrugations; highest test liners conforming to strictest railroad requirements; expert construction based on intimate contact with shippers problems for years—these are your assurance that Mid-West corrugated boxes are dependable—the best your money can buy. Make your next order read Mid-West for a fair, square trial of real tried and proved merit.

Write for our free illustrated "Perfect Package" book

MID-WEST BOX COMPANY

GENERAL OFFICES

18th FLOOR, DEPT. F
CONWAY BLDG., CHICAGO

**CORRUGATED FIBRE
BOARD PRODUCTS**



FACTORIES

ANDERSON, INDIANA
KOKOMO, INDIANA
FAIRMONT, W. VA.
CIRCLEVILLE, OHIO
CHICAGO CLEVELAND, O.

MATHIESON Chemicals

Announcing Commonwealth VANILLIN

WE are pleased to announce the addition of *VANILLIN* to the list of fine chemicals produced by our Commonwealth Chemical Division.

Commonwealth Coumarin has been well-known in the trade for years and has established itself as the standard of quality. Now, in view of the close relationship between these two important synthetics and in order to render our friends the best possible service, we offer both Coumarin and Vanillin to consumers.

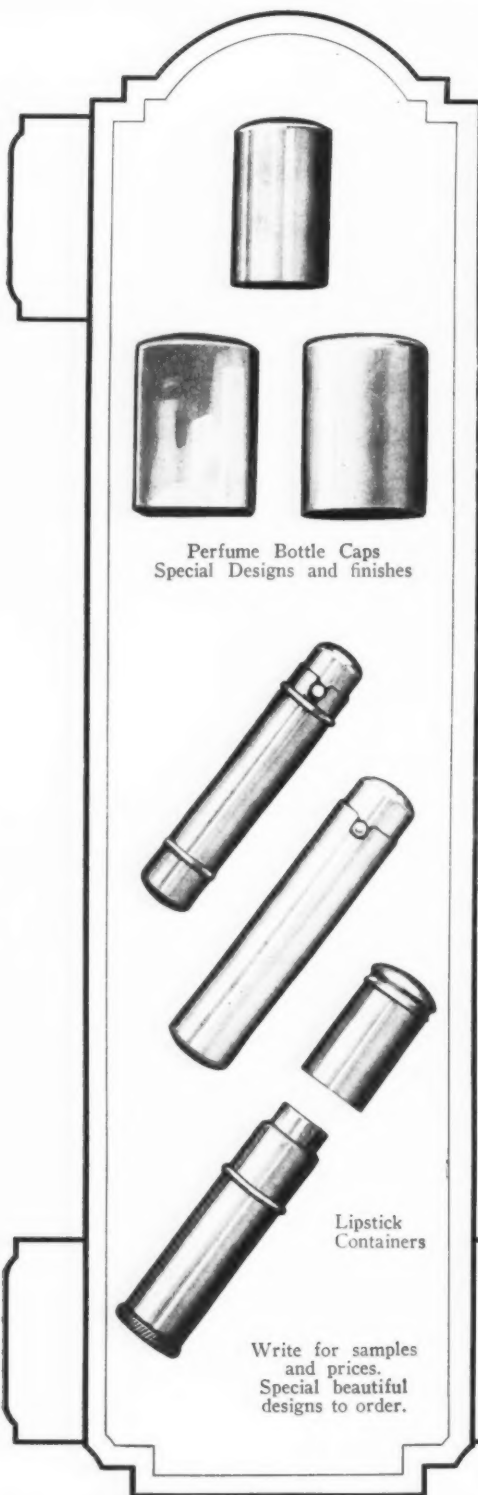
Our Vanillin is the result of nearly two years' development and research work and measures up to the acknowledged high standard of other Mathieson products. Samples will be gladly sent in response to inquiries.

The MATHIESON ALKALI WORKS Inc.
250 PARK AVENUE NEW YORK CITY
(AT 46TH STREET)

Deal Direct with the Manufacturer

Bicarbonate of Soda *Sesquicarbonate of Soda*
Liquid Chlorine-Caustic Soda *Bleaching Powder-Soda Ash*





METAL GOODS of QUALITY



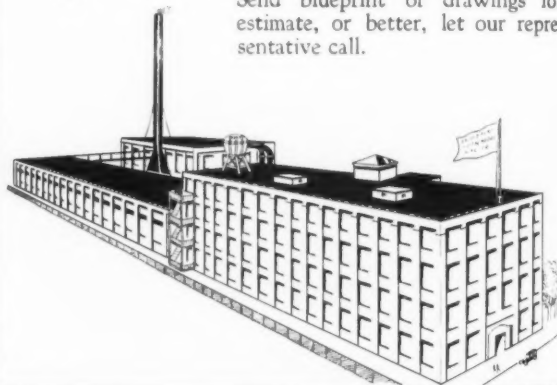
Patented Jan. 19, 1926

Vanity Cases
Singles and
Doubles. New
"Convex" Mod-
el. Very thin.
Large mirror.
Sizes 1½", 2",
2½".

We manufacture to your design, or help you create special designs.

Our extensive facilities for quantity and quality production are ready to serve you.

Send blueprint or drawings for estimate, or better, let our representative call.



**THE BRIDGEPORT METAL
GOODS MFG., Co.**
ESTABLISHED 1909
BRIDGEPORT — CONN.

New Perfected Loose Powder Vanity

(PATENT PENDING)

For Milady who prefers Loose Powder



The most practical Loosepowder Case: Just tap disc with finger or puff and get required amount of powder. No leakage, no waste, no parts to get out of order. Easy to fill. No confusing construction.

Nearly two million Loosepowder Cases sold in 1925.

Special notice to large dealers: Discs, with private brand, can be purchased to fit any cases.



Sole Manufacturers and Distributors

ABONITA CO., Inc.

134 South Clinton Street, Chicago

Cosmetic Specialists to the Toilet Goods Manufacturing Trade for 21 years

ROUGE

LIPSTICKS

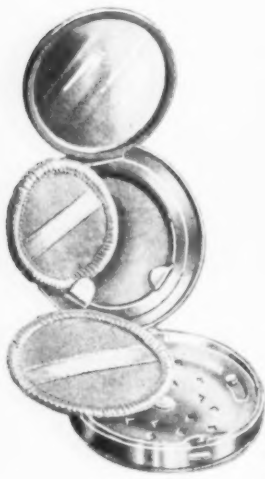
FACE POWDER COMPACTS

EYEBROW PENCILS

COMPACTS POSITIVELY HAND COMPRESSED

QUALITY PRODUCTS

IMMEDIATE DELIVERIES



N° 5000



Now Ready!

No. 1100

The newest addition to our line. The most practical loose powder pack ever offered. Can be had as a single or double.

Also an unusual new model of a rouge box, an unique, practical sifter, and the finest development in a double compact.

PALLAS MANUFACTURING CO., Inc.

459-463 E. 133rd St. Mott Haven 4254 New York, N. Y.

PARIS, FRANCE—

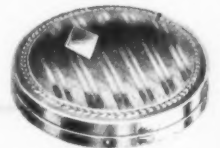
MARCEAU TRUCHI, 144 Avenue de Versailles.



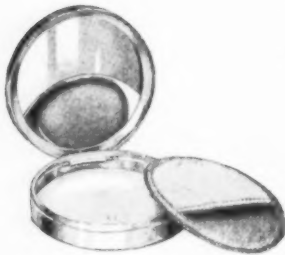
N° 9000



N° 600



N° 4000



N° 1500



N° 500



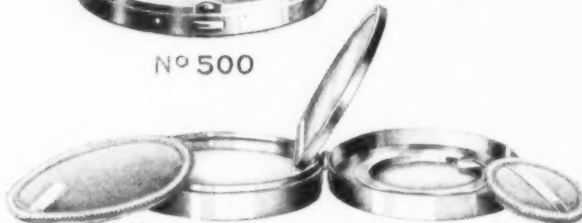
N° 6000



N° 1400



N° 200



N° 700

N° 800



N° 100

Would you do any differently with these two patents?—*Carl*



Armand
Cold Cream Powder
Manufactured under
Patent No. 1,332,190

OF THE more than a million and a half patents granted by Uncle Sam, two mean real money to you: They are No. 1,332,190 and No. 1,545,931.

Armand owns outright the patent for mixing Cold Cream and Face Powder. Also he owns the patent for mixing Eau de Cologne and Cleansing Cream.

These patents, as operated by Armand, work in your interest to make you money, big money.

A patent issued by the government gives its owner the absolute, sole and exclusive right to make, use and sell the product. If you are selling a Cold Cream Powder (not Armand) that

does not bear "Pat. 2-24-20" plainly printed or stamped on the box, that Powder is an infringement on Armand.

Anyone other than Armand who makes a mixture of Cleansing Cream and alcohol and water or Cleansing Cream and Eau de Cologne, will be an infringer and prosecuted as such. If anyone else should make a Cleansing Cream not containing Eau de Cologne but labeled Eau de Cologne Cleansing Cream they will hear from Armand in no uncertain terms.

Armand Cold Cream Powder and Armand Eau de Cologne Cleansing Cream are two honest and patented products. They are now, they always have been, and they will always be marketed so you can put something besides a hole in your sock when you sell them.

I ask your help in keeping the market clean of infringers. We are willing to go more than half way. We are willing to license a few manufacturers to use our patents always with our license notice and under conditions fair to ourselves and to our friends, the retailers of America.



Armand
Eau de Cologne
Cleansing Cream
Manufactured under
Patent No. 1,545,931

Would you do any differently if you were in my shoes?

Yours always,

Carl Thues
President

The
Armand Company

DES MOINES, IOWA, U. S. A.

This advertisement is appearing in American Druggist, Bulletin of Pharmacy, California Druggist, Druggists Circular, National Drug Clerk, Northwestern Druggist, Pacific Drug Review, Practical Druggist, Retail Druggist, Rocky Mountain Druggist, San Francisco & Pacific Druggist, Stirring Rod, Apothecary, The Journal of M. S. P. A., Midwestern Druggist, Missouri Druggist, National Druggist, Pharmaceutical Era, Southern Pharmaceutical Journal, C. R. D. A. News, The Druggist, Wholesale Druggist, Drug Topics, Midland Pub. Co., Modern Druggist, N. A. R. D. Journal, P. A. R. D. Bulletin, Western Druggist, Western States Druggist, Western Wholesale Drug, and other publications.

Primarily for use in creams, our

Oil Narcissus H

is of interest to every concern marketing such products.

A similar oil is for powders, and at \$16.00 lb. both are good value.

Write for a sample.

We number among our new products:

Oleol Jasmin Extra, \$24 lb.

Oil Chypre, \$12 lb.

Oleol Narcissus Extra, \$64 lb.

Aurantiol Dragoco

Oil Lily of the Valley New, \$56 lb.

Samples of the above furnished on request.

Our chemists are at your service for any information you may desire at any time free of charge.

Compagnie Duval

32 Cliff Street

New York

Sole agents for the United States and Canada

Schmoller & Bompard, Grasse, France

Dragoco, Holzminden, Germany

Mario de Pasquale, Messina, Italy

D. M. Bakardjief, Karlovo, Bulgaria



STANLEY

EMBOSSSED METAL SEALS

(PATENTED)

*"The Outside Evidence
of Inside Quality"*

THE STANLEY MFG. CO.
DAYTON, OHIO

(SEE OTHER SIDE FOR LIST OF SALESMAN)

*Get in Touch With Our
Representative in Your
Locality now, for Samples
and Further Information.*

New York City Representative - - - **S. WOODSON HUNDLEY**
202 W 92nd Street, Phone Schuyler 9094, NEW YORK CITY, N. Y.

Middle Western Representative - - - **CHAS. A. RINDELL, Inc.**
Suite 926 Garrick Bldg., 64 W. Randolph Street, CHICAGO, ILLINOIS
Phone Dearborn 8097 and Dearborn 8989

Southern California Representative - - - **RICHARD HOFFMAN**
433 Central Building, Phone Vandike 4917 LOS ANGELES, CALIFORNIA

Cleveland Representative - **CLEVELAND NOVELTY & SIGN CO.**
820 West Superior Avenue, Phone Main 279, CLEVELAND, OHIO

Michigan Representative - - - - - **R. M. STEVENSON**
305 Donovan Building, Telephone Randolph 4763, DETROIT, MICH

Memphis Representative - - - - - **L. E. OFFUTT**
807 Union Bldg., Phone o-4278, Memphis, Tenn.

Denver Representative - - - - - **McKEE & SLACK**
2104 Broadway, Phone Main 712, Denver, Colorado

Pittsburgh Representative - - - **ATLANTIC AD. NOVELTY CO.**
628 Wabash Bldg., Phone Court 1677, Pittsburgh, Pa.

Baltimore-Washington, D. C. Representative **H. H. SHELLENBERGER**
751 Munsey Bldg., Phone Adams 3972-W Washington, D. C.

Buffalo Representative - - - **FREDERIC L. HELLRIEGEL**
550 Ellicott Square, Phone Seneca 4125, Buffalo, N. Y.

Philadelphia Representative - - - - **JAMES F. MURPHY**
1307 No. 52nd Street., Philadelphia, Pa.

Columbus Representative - - - - **ROSCOE DIXON**
131 E. Blake Ave., Phone Citizen 14652, Columbus, Ohio.

THE STANLEY MFG. CO.
DAYTON, OHIO

MEMBERS OF AMERICAN MANUFACTURERS OF TOILET GOODS ASSOCIATION



*Poudre
Compacts*

.....
*Rouge
Compacts*

*Eyebrow
Pencils*

.....
*Lip
Rouges*

Superior Compacts
and
Vanity Powder Puffs

Sole Manufacturers of
NEAR KID and SILVER LIGHT
Capping Skins

Established 1883

JULIUS SCHMID

INCORPORATED

423-439 WEST 55th STREET
NEW YORK



Why Our Prices are So Attractive



No. 520
2½ Inch—High Polish



No. 520
2½ Inch—High Polish

JUST now perfumers are scrutinizing prices with great care. Our large scale production makes it possible for us to offer high quality rouge and powder compacts at most attractive prices. We are able to effect unusual economies because—

- 1—We control the entire output of several large metal container plants.
- 2—We manufacture all our compacts.
- 3—We do all our finishing and buffing.
- 4—We manufacture our own vanity puffs.
- 5—We do all our own plating and coloring.
- 6—We do our own art work.

These factors place us in a position to quote you prices which are *astounding*.

Every department is managed by men who have spent many years specializing in this field of manufacture.

We will supply compacts, boxes, puffs, or the complete package under your own name and brand.

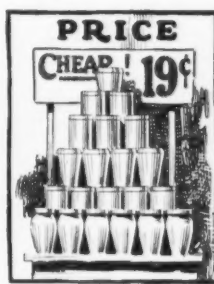
Write for Samples and Prices

THE REICH-ASH CORP.

Largest Manufacturers of Cosmetics and Novelties

59-61 Reade Street

New York



WHAT SELLS a toilet preparation or a food product the first time: Advertising? The name of the company behind it? Price? Or, appearance of package?

All of these factors, we know, have influence on the sale, but none quite so much as appearance of package. The grocery or drug clerk, as a rule, has few positive preferences. He gives the consumer what she asks for or places several products side by side on the



counter and lets her choose for herself.

The product which creates the best impression is the one usually selected. For the consumer has a tendency to judge things by exterior appearances—time worn maxims to the contrary.

And she is usually right. Few manufacturers of a quality product fail to have a pride in their product. And this pride voices itself in attractive containers, labels and caps.

PHOENIX-HERMETIC COMPANY *Metal Caps for Glass Packages*

CHICAGO SAN FRANCISCO NEW YORK

CHICAGO OFFICE: 2444 W. Sixteenth St.
BROOKLYN OFFICE: 3720 Fourteenth Ave.

ST. LOUIS OFFICE: 4633 Wilcox Ave.
CLEVELAND OFFICE: 9701 Lamont Ave.

SAN FRANCISCO OFFICE: 200 Davis St.
LOS ANGELES OFFICE: 724 S. San Pedro St.

PHOENIX *Metal Caps*

TUBES

Tin
Lead
Tin Coated

Plain
and
Decorated



*"One hundred forty-four perfect tubes in every gross"
is the secret of our success*

Atlantic Manufacturing Co.
555-563 So. Belmont Ave., Newark, N. J.

Western Representative: I. D. Faden, 186 N. La Salle St., Chicago, Ill. Phone Dearborn 2736



REGISTERED TRADE MARK
CAPES-VISCOSE
PATENTED IN CANADA

Scientific Experiments Show—

- that CAPES-VISCOSE reduce the average loss by evaporation on highly volatile perfume 78.95% in comparison with glass stoppers firmly tied on.
- that after experiments covering three months, evaporation of a compound containing 55% ethyl alcohol and ether was absolutely prevented by CAPES-VISCOSE. With ordinary cork sealed bottles the evaporation was very high.

CAPES-VISCOSE are hoods of cellulose applied moist over the neck and stopper of the bottle. They shrink as they dry to seal the closure and secure the stopper.

The foregoing facts were brought to light by experiments conducted by Prof. J. C. Olsen at Brooklyn Polytechnic Institute and by the American Druggists Syndicate.

If you experience losses through evaporation we will be pleased to show you how CAPES-VISCOSE can reduce them.

CAPES-VISCOSE, INC.

Sales Office:

130 Madison Avenue, New York

Western Distributors:

I. F. SCHNIER CO., 285-287 Vallejo Street, San Francisco, Cal.

Canadian Distributors:

FREYSENG CORK CO., Ltd., Montreal and Toronto, Canada

Main Office and Factory: Delawanna, N. J.



HOODS THAT

To SEAL the CLOSURE



SHRINK



What Capes-Viscose Are and How they are Used

Capes-Viscose are hoods of cellulose which are shipped moist in sealed tin containers ready to put on.

They are slipped wet over the top of the corked bottle easily and quickly. They dry quickly and shrink smoothly forming a tight, tough, sanitary seal that absolutely prevents loss of contents by leakage or evaporation.

Some Prominent Users of Capes-Viscose

VIVI, Inc.
CHERAMY, Inc.
NONSPI COMPANY
NORTHAM WARREN CORPORATION
Cutex Manicure Specialties
Mme. HELENA RUBINSTEIN
S. S. WHITE DENTAL MFG. CO.
AMERICAN DRUGGISTS SYNDICATE
E. R. SQUIBB & SONS
UNITED DRUG CO.
ELIZABETH ARDEN
CALIFORNIA PERFUME CO.
MARINELLO CO.
MELBA MFG. CO.
SCHIEFFELIN & CO.
THE R. L. WATKINS CO.
THE J. R. WATKINS CO.

*Send Us Some of Your
Bottles for
Sample Capping*



CAPES-VISCOSE, INC.

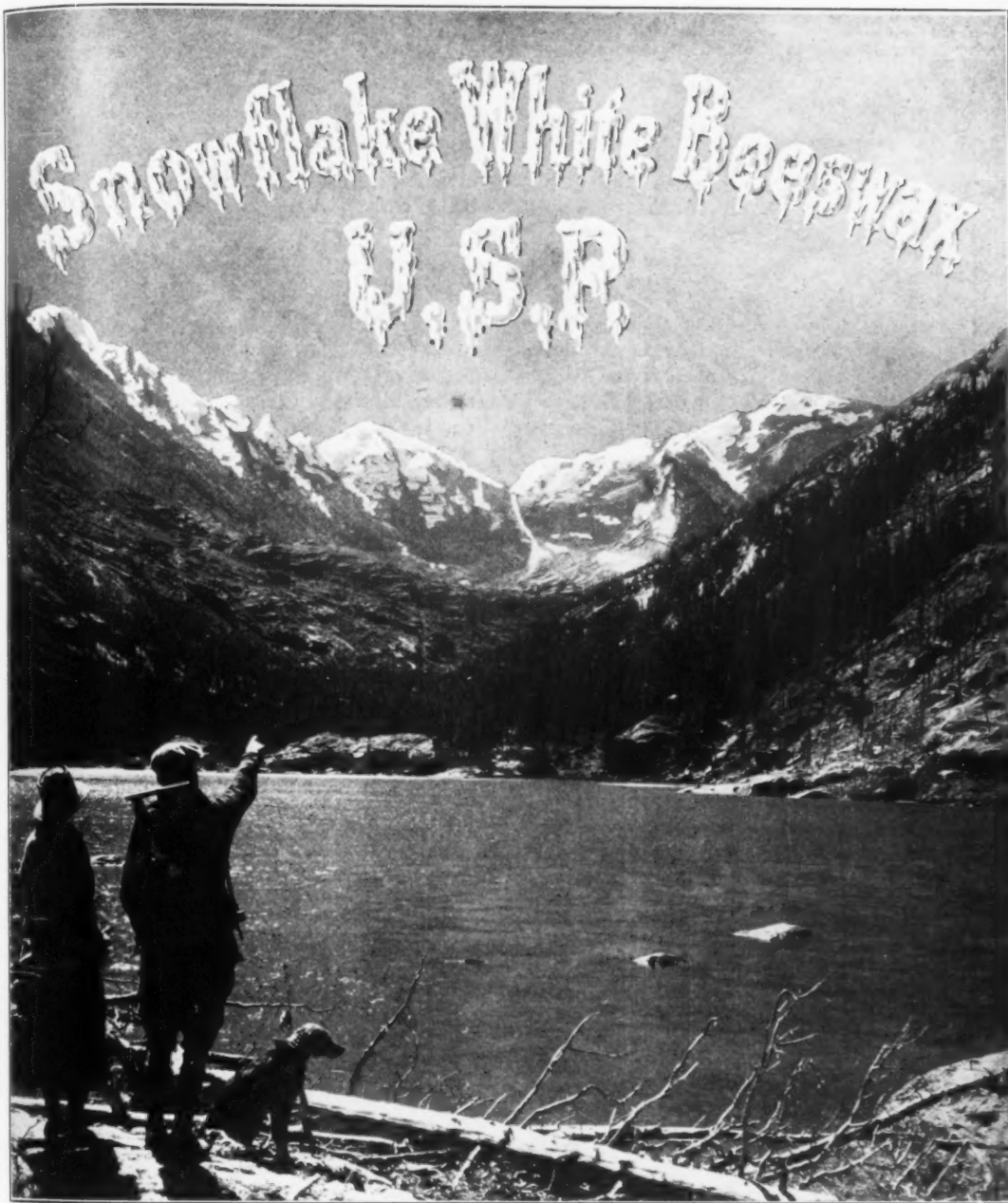
Sales Office:

130 Madison Avenue, New York

Western Distributors: I. F. SCHNIER CO., 285-287 Vallejo Street, San Francisco, Cal.

Canadian Distributors: FREYSENG CORK CO., Ltd., Montreal and Toronto, Canada

Main Office and Factory: Delawanna, N. J.



Snowflake Brand White Beeswax U.S.P. is endorsed by the drug and chemical profession for purity and whiteness. The toilet cold cream manufacturers whose requirements are most discriminating emphasize its perfection. Stocks carried at all branch offices.

E. A. BROMUND CO.

BLEACHERS AND REFINERS OF

258 Broadway, New York City

BEESWAX

Bleachery: Elmsford, N. Y.

REPRESENTATIVES

Frank B. Tracy, 8 So. Dearborn St., Chicago, Ill.

C. L. Iorns, 826 Clark Avenue, St. Louis, Mo.

The Raymond Company, 149 California St., San Francisco, Cal.

TRADE MARKS

ARE VITAL ASSETS

THE perfume, toilet preparations and allied industries are more dependent upon their individual trade names and artistic attractive packages for the expansion and preservation of their business than most other industries.

While the basic trademark and patent laws are fixed, their application is subject to continual variations and changes due to the constantly progressive ideas of the courts

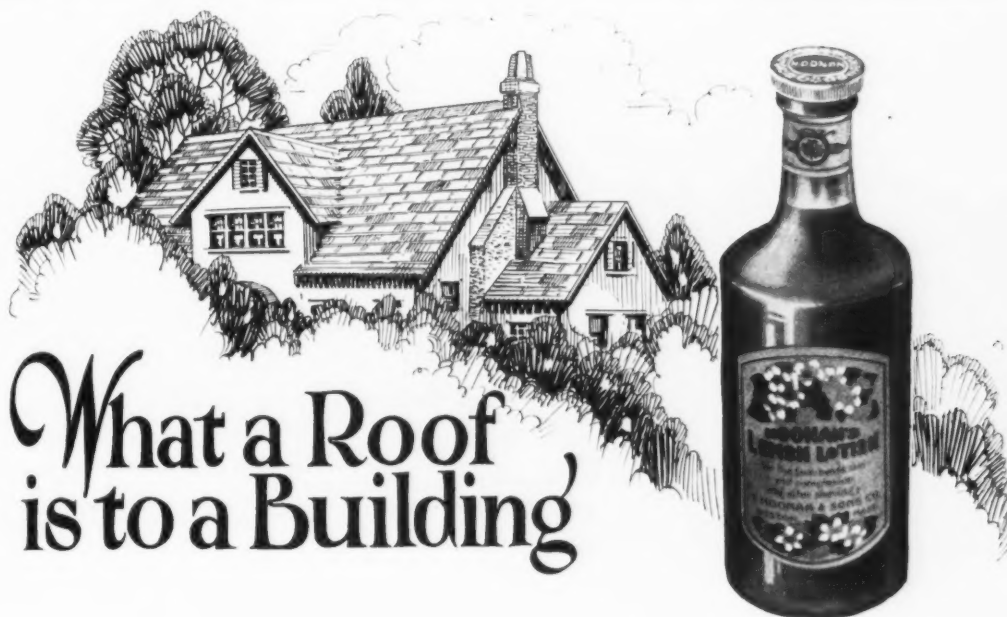
Rights under these laws are involved in an intricate tangle of decisions impossible of correct understanding by any one other than an expert patent and trademark attorney.

The business man cannot afford to guess in a matter of such vital importance to the existence of his business, as the matter is too closely allied with his profits to be superficially considered or entirely ignored. He must know—and

know positively—that his property is properly protected from invasion and that he is not trespassing upon the rights of others.

THE Patent and Trademark Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is organized to give proper advice and protection to its readers. It is under the management of an expert patent and trademark attorney of many years' experience and practice. Its files and records are most complete for a determination of any problem that may be presented. It is capable of furnishing information upon all branches of these laws and in rendering as accurate decisions as may be possible under any particular set of circumstances. It is a highly organized legal department capable of advising you and of protecting your legal rights in both the Patent Office and the Courts.

Submit your problems to the
PATENT AND TRADEMARK DEPT.
Perfumer Publishing Company
14 Cliff Street, New York



What a Roof is to a Building

THE primary function of a roof is to keep out the elements, but the modern trend is to make roofs decorative as well, to the great advantage of the appearance of the house.

And so it is with closures. If your bottles are stoppered with Armstrong's Embossed Top Corks, you not only get a tight, leak-proof seal, but one that will add materially to the attractiveness of your package.

Armstrong's Embossed Top Corks are made specially for each package. The hardwood tops can be furnished in practically any shade and embossed with your name, trade-mark or any appropriate design, providing a closure that is distinctively individual.

If you are interested in improving the appearance of your packages and can use closures in lots of 10,000 or more, write for samples and prices. They will be sent promptly on request.



Armstrong's Embossed Top corks with a white celluloid finish contribute largely to the attractive appearance of the L. Noonan & Sons Company lemon lotion package.

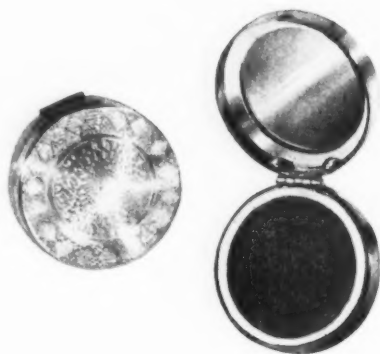
ARMSTRONG CORK COMPANY
139 Twenty-third Street, Pittsburgh, Pa.

Branches in the Principal Cities

Armstrong's ^{Embossed}_{Top} Corks

Handy as a door knob

Another **KOLMAR** *Innovation*



**Emulsified
Rouge
Crème**

For lips and cheeks

Non-Greasy upon application

Most natural in tint

Positively *permanent and waterproof*

Made to taste agreeable

In all different shades,
including the new cherry blend

Try a sample

KOLMAR LABORATORIES

647-49.51 Jackson Street

MILWAUKEE

Western Representative

CHAS. A. RINDELL
64 West Randolph St.
CHICAGO, ILL.

Eastern Representative

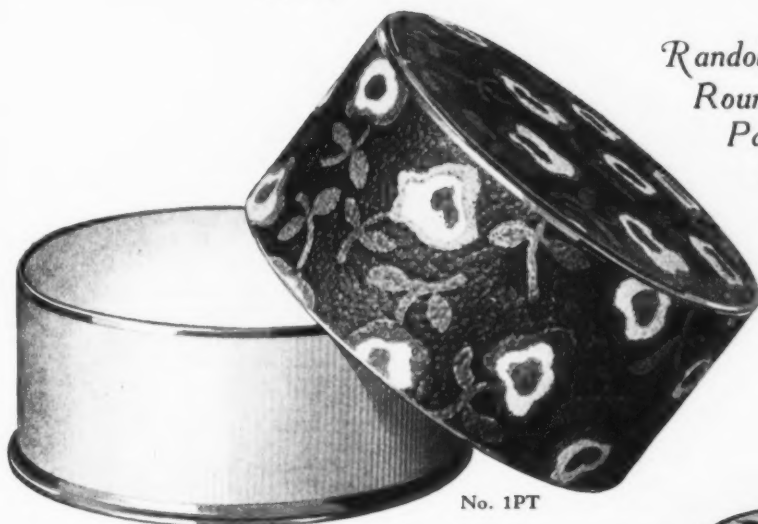
BRISTOL-SMITH, INC.
41 Park Row, New York
Tel.—Cortlandt 1575



No. 1 CF



No. 1C



No. 1PT

*Randolph
Round
Paper
Boxes
Especially
Appeal to
Feminine
Taste*



No. 5 T



No. 1 S

THE RANDOLPH PAPER BOX CO., INC.

Makers of Fine Paper Boxes Since 1877

1307-1313 Ross Street

RICHMOND, VA.



*Beautifully tinted
AMERSEALS for
Opal Ware*

"What a Beautiful Cap!"

The Amerseal is the cap for opal ware. It has an exquisite enamel sprayed finish, to be had in any desired tint or shade, designed to harmonize with translucent opal ware and other beautiful containers.

The Amerseal Seals and Secures

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied; a safe and secure seal—readily and quickly removed. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container making a positively secure, air-tight, leak-proof, scientifically fitted closure. It has a rolled edge which cannot cut the fingers.

Amerseal Beauty Sells the Product

The majority of Amerseals are lithographed or enamel sprayed. Their users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner or of having a beautifully tinted seal as the closure for their container. The Amerseal cap displays, sells and secures.

Amerseal YOUR Product

*A Better "Seal-and-Reseal"
Is Not Possible*

AMERICAN METAL CAP COMPANY

BROOKLYN

NEW YORK

Branches in the following cities:

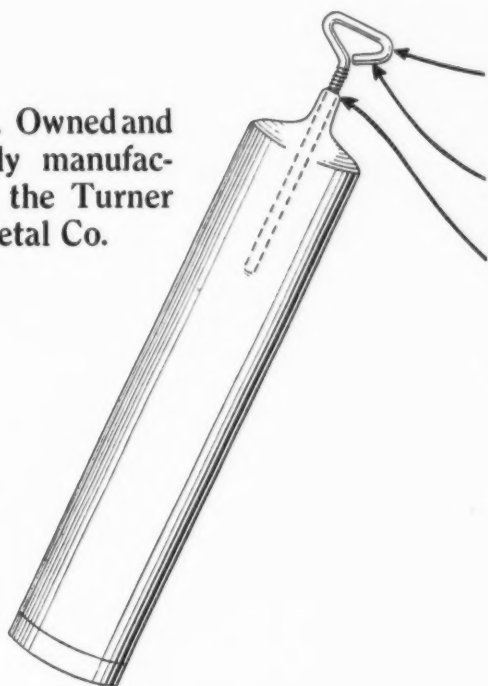
Chicago
Cleveland
Detroit

St. Louis
Los Angeles
San Francisco

Portland
Seattle
Louisville

The
TURNER TUBE
for
Glues, Pastes, Cements, etc.

Patented. Owned and
exclusively manufac-
tured by the Turner
White Metal Co.



Nickel Plated Screw
Spreader.

Loop Top. Tube can
be hung up.

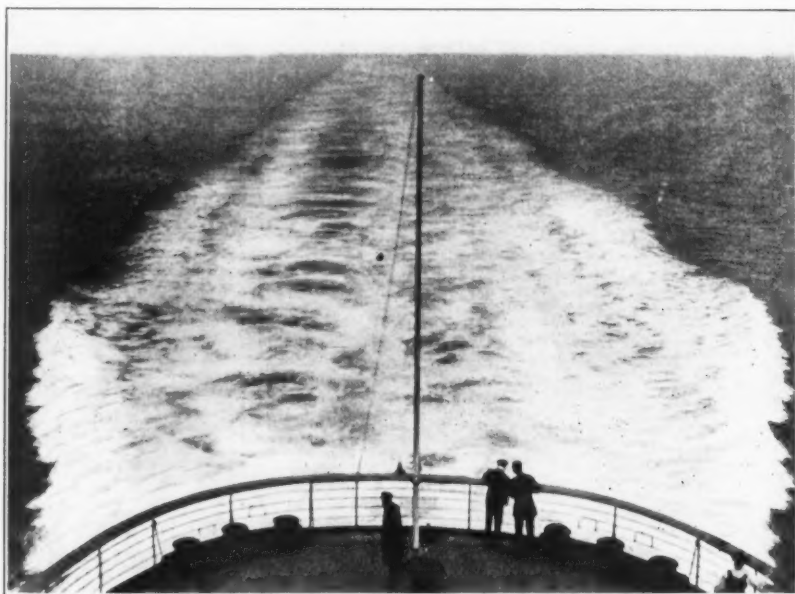
1. Screw Spreader—
cannot stick fast.
2. It can always be *easy-*
ly unscrewed and is
always serviceable.
3. Spreader *cannot*
come out unless un-
screwed.

Plain or Beautifully Decorated

Turner White Metal Co., Inc.

Manufacturers of Collapsible Tubes Since 1898

New Brunswick, N. J.



Leave Your Troubles Behind

EDDY SERVICE will pilot you through the maze of red tape and difficulties of compliance with the Federal Prohibition regulations occasioned when applications for permits, supplementary forms and other declarations required under changing rulings of the Prohibition Laws are not properly drafted.

Extensive Service to those who buy bonds of me.

H. W. EDDY

"The Bond Man"

Specialist in Prohibition Permit Bonds

506 OLIVE STREET
ST. LOUIS, MO.

A.L. van AMERINGEN

CLIMBING

The popularity of *ALVA JASMIN* is mounting rapidly. This product has met with unusual success in the hands of a variety of users.

ALVA JASMIN, used by itself or in combination with other oils, has strength, fragrance and true Jasmin character. Without undue praise, we think it safe to say that *ALVA JASMIN* is remarkable.

But don't take our word for it. Compare *ALVA* with the finest natural Jasmin obtainable. You will find for yourself that *ALVA* comes nearest to the natural Jasmin, and remains so.

We'll furnish samples for this test

r

L

\$28.00 a lb. Send for Sample

A.L. van AMERINGEN



*Essential Oils, Synthetic Chemicals,
Bouquet Bases, Natural & Synthetic Flower Oils*

30 IRVING PLACE, NEW YORK CITY
180 N. MARKET ST., CHICAGO

This is one way of showing you
ALVA LILY OF THE VALLEY

*It isn't the best way, but it's all we
can do on a printed page*

YOU CAN DO BETTER YOURSELF
by sending for a real sample of
ALVA LILY OF THE VALLEY


The flowery character of ALVA
LILY OF THE VALLEY is evident
the moment you compare it with the
actual blossoms. It is an echo of the
living flower, without any of the harsh-
ness or foreign character often found
in synthetic Lily of the Valley.

*You furnish the living flowers—we'll
send you the Alva Lily of the Valley—
you make the comparison—we'll
abide by your verdict.*

*But remember that this is a strong oil,
and must be tested in 3% solution to
compare it fairly with the flower.*

On
the
next
page—

A MESSAGE OF
IMPORTANCE TO
AN ENTIRE INDUSTRY





You and

You and we
the superior
We unders
perfuming i
which we A

You and w
that, so far
there is litt

A. L. van AM





and We, in the Perfume *but the Public Has*

u and we, in the perfume business, know that
e superiority of French perfumers is a myth.
e understand perfectly well that the art of
fuming is not a father-to-son tradition from
ich we Americans are excluded.

u and we, in the perfume business, know
t, so far as primary materials are concerned,
re is little advantage to either side of the

Atlantic. V
same gener

You and we
the laborato
is not surpa

But the pub
fore the bus
foreign labe
we want to


THE PERFUME AND ALLIED
should join in a concerted publicit
American women the truth about

Organized publicity is the surest way
ignorance of the buying public. We
nite ideas of how to proceed, but w
your suggestions.

Every reader of this message is asked
ideas and comments to

n AMERINGEN 30 IRVING PLA





The Perfume Business, KNOW Public Has to be Told

ess, know that
ers is a myth.
at the art of
tradition from
.

usiness, know
re concerned,
r side of the

Atlantic. We all draw our materials from the same general sources.

You and we, in the perfume business, know that the laboratory equipment and skill of Americans is not surpassed by the French.

But the public does not know these things. Therefore the business is easy prey for the magic of the foreign label. This situation calls for **action**, and we want to make one specific recommendation:

PERFUME AND ALLIED INDUSTRIES

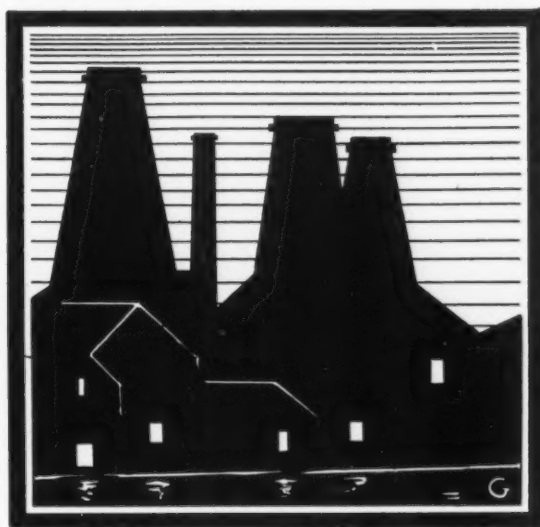
a concerted publicity drive, to tell
men the truth about perfume.

publicity is the surest way to combat the
ne buying public. We have some defi-
now to proceed, but we will welcome
ns.

of this message is asked to send in his
ments to

30 IRVING PLACE NEW YORK CITY

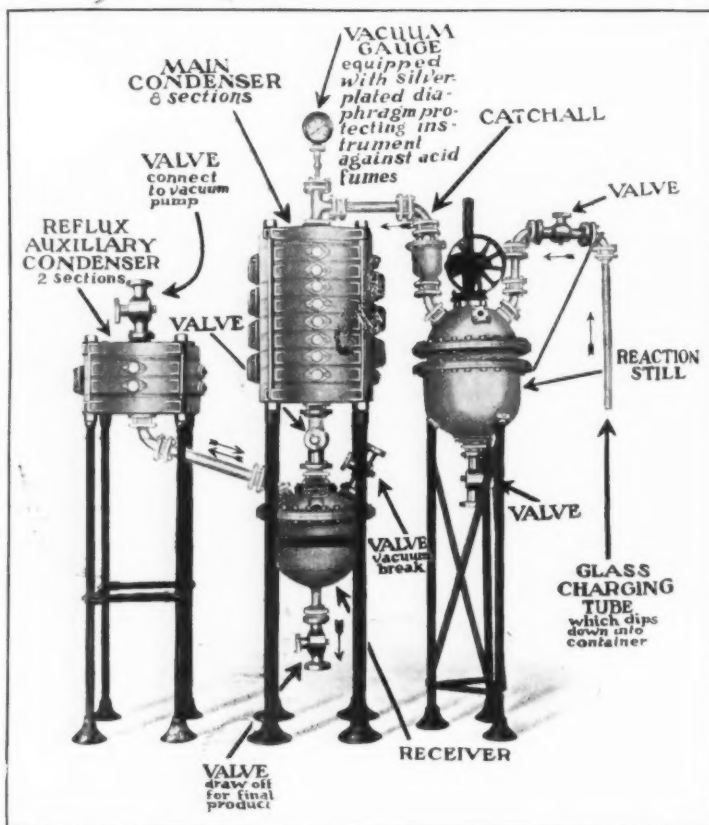




GLASS - MAKING
an old craft aided by modern science.

CONTAINERS
in art colours for
PERFUMES,
COSMETICS
& BATH
CRYSTALS.

designed and made by
WOOD BROS. GLASS COMPANY Ltd
Barnsley, England.
Established 1828.



A typical distillation hook-up. Essentially the operation is the condensation by mineral acids (such as sulphuric, phosphoric or hydrochloric) of an organic compound, followed by distillation of the condensation product. The winged arrows show course of product.



TRADE MARK
Reg. U. S. Pat. Off.

"Two of your evaporating pans have been in operation in our plant FOR FIVE YEARS and we have found them very satisfactory. . . . There have been times when we have used alternatively hot nitric and hydrochloric acids or mixtures of the two."

NATIONAL LAMP WORKS
OF GENERAL ELECTRIC
CO., Cleveland Wire Division,
Cleveland, Ohio.

HIGHEST RESISTIVITY IN PFAUDLER ENAMEL

Every smelter batch of the Pfaudler enamel with which our Highly Acid-Resistant Ware is lined, is given a commercial laboratory test refluxing 20% Hydrochloric Acid continuously for a period of two weeks.

The vapors, of course, subject the enamel to a more rigid test than the liquid HCl. If the enamel meets our laboratory inspection at the end of that time, we pass the smelter batch for our commercial furnaces.

This test is one of the severest that can be applied to any enamelware.

There is a reason for the reputation which Pfaudler has established in the chemical field.

Send for Literature

THE PFAUDLER CO., Chemical Division, ROCHESTER, N. Y.

STILLS - MIXERS - VACUUM PANS - STORAGE TANKS

PFAUDLER

glass lined

Crystal-Clear Inviting !



PERFUMES, Tonics, Toilet Waters, Liquid Products of almost all kinds are made clean and clear with Kiefer Filters.

The cloud and sediment are removed; the product sparkles with cleanliness and purity.

Kiefer Filters give your product a real filtration, and the variety of styles and sizes enables you to get just the filter that meets your conditions and capacity.

Permit us to filter a sample of your product in our laboratory and convince you of the superiority of Kiefer Filters.

THE KARL KIEFER MACHINE CO.
Cincinnati, Ohio

**FRITZSCHE BROTHERS, INC.**

ESSENTIAL OILS & CHEMICAL PREPARATIONS

82-84 BEEKMAN STREET

CABLE ADDRESS
FRITZBRO, NEW YORK
TELEPHONE BEEKMAN, 1474-5

JHM(G)

NEW YORK
P. O. BOX 965
CITY HALL STATION

January 6, 1926.

The American Perfumer,
14 Cliff Street,
New York City.

Dear Sirs:

We believe you will be interested to know that the results from our advertising insert in the American Perfumer over 1925 far exceeded our expectations. These good results were especially marked in Canada, but possibly because we had not hitherto advertised there and responses from there were therefore the more easily checked.

Respectfully yours,

Fritzsch Brothers, Inc.
A. D. Armstrong, asst. Secy.

(See insert of Fritzsche Bros. between pages 8 and 9)

Four Machines In One

The "American" Universal Electric Weigher Model G-1 for all Talcum and Face Powders or any Powdered Materials serves as:

1. An automatic Gross Weight Scale with auger feed.
2. A volumetric Filler (easily adaptable for this purpose).
3. An automatic Packer (pressure can be used where Containers are too small to hold the required weight—without Packing).
4. Automatic Capping Device—Automatically forces on the caps as cans come from the machine (as shown in illustration).



This is the ONLY EQUIPMENT that automatically and accurately WEIGHS, FILLS, PACKS AND CAPS any style or kind of container at a speed of from 15 to 30 containers per minute, by simply using special augers and filling tubes.

Users of this machine include such well known manufacturers as

Armour & Co.

National Dental Co.

E. R. Squibb & Sons

Cheramy

Marinello Co.

Davison Chemical Co., etc.

Write for Full Information about our other labor and time saving machines

American Machinery Co., Inc.

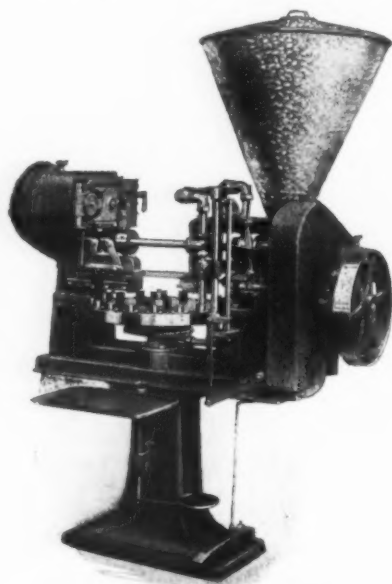
Main Office and Factory: 330-348 N. 12th St.
Philadelphia, Pa.

New York Office
30 Church St.

J. F. McGhee
Western Representative



Stokes Filling Machines



TUBE FILLER, CLOSER AND CLIPPER
With Clip Forming Attachment.

For Pastes and Creams

One operator with this machine will easily handle 10 gross of tubes per hour. The filling operation is accurate and *clean*. A neat double fold closes the tubes. Clips are automatically produced from metal ribbon and pressed firmly into place. Tubes are automatically ejected.

We make a complete line of separate filling and closing machines for either power or hand operation, which will handle both heavy and light pastes and creams.

For Fine Powders

Fine talcum and toilet powders of all kinds are filled very accurately by this machine, and with the box-feeding mechanism can handle 10 to 12 gross of packages per hour. One small motor drives both the filler and conveyor table, to which the packages are automatically delivered for replacing covers or other operations. The same filling mechanism will also handle tall cans and if required an automatic device will deliver them to a capping attachment.



POWDER FILLING MACHINE
With Box Feeding Attachment.

F. J. Stokes Machine Co.

5812 Tabor Road

Olney P. O.

Philadelphia

ANAESTHETIC PREPARATIONS
OF DR. BENGUÉ

ETHYL CHLORIDE BENGUÉ

ALCOHOL BENGUÉ

ALCOHOL BENGUÉ

ALCOHOL BENGUÉ

ALCOHOL BENGUÉ

ALCOHOL BENGUÉ

ALCOHOL BENGUÉ

DR. BENGUÉ

PARIS, FRANCE

PARIS, FRANCE

PARIS, FRANCE

PARIS, FRANCE

PARIS, FRANCE

PARIS, FRANCE

PARIS, FRANCE

CABLE ADDRESS

AMSTERDAM

AMSTERDAM

AMSTERDAM

AMSTERDAM

AMSTERDAM

AMSTERDAM

AMSTERDAM

AMSTERDAM

Nov. 21st, 1925

Economic Machinery Company, Inc.,
15 Park Row, Room 1029,
New York, N. Y.

Gentlemen:

For several years we have been using
World Labelers, for labeling BAUME BENGUÉ tubes,
and the fact from time to time we have added to
our equipment is proof that they gave us entire
satisfaction.

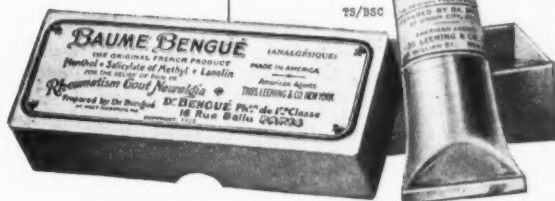
Our machines are running full time every
working day and we do not ever think of trouble as
I believe we have not communicated with your firm
or ordered new parts for over 15 months.

You will be pleased to know that in the
near future we contemplate adding new World Labelers
to our equipment.

Very truly yours,

DR. BENGUÉ

per

Chirac Letay
MANAGER


WORLD LABELER again makes
good by running full time every working
day and never giving the Dr. Bengué
organization a thought of trouble.

World Labeler will serve you equally well.

Economic Machinery Company
2 Grafton Street, Worcester, Mass.

WORLD LABELER

"HY-SPEED"

COMPLETE ELECTRIC

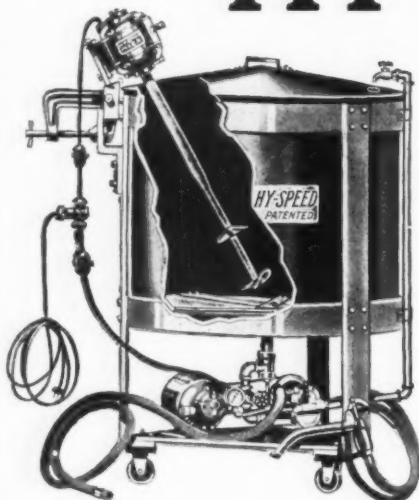
Filter-Tank & Manufacturing Unit

The first day one user operated this revolutionary Manufacturing Unit, the machine emptied 12 barrels of cloudy Perfume. Filtered the liquid brilliantly, sparkling, crystal clear, and delivered the finished liquid into 12 "Blue-Glass" Sq. type Storage tanks.

Under ordinary conditions, before this machine was installed, at least a week's time, a large loss of liquid, and twice as much space was required.

WHAT THE "HY-SPEED" UNIT DOES

Pumps liquid from barrels or containers into the 70 gallon "Blue-Glass" coated Tank. Mixes different materials together with the "Hy-Speed" "Push-Pull" propeller mixer attached. Filters perfume or similar type liquids at rate of up to 7 gallons per minute, through heavy close woven felt, or other filtering medium. The liquid can be filtered several times by allowing it to recirculate, until it becomes crystal clear. Filtered liquid can be filled directly into containers from 1/2 gallon size up, by means of self-closing liquid flow control nozzle. Entire unit is mounted on wheels so is easily portable.



70 gallon HY-SPEED Filter Tank.
700 sq. in. Filtering Area.



Glass-coated Mixing and Storage Kettle. A gas burner can be placed under tank for heating purposes.

GLASS COATED TANKS

We manufacture a unique line of glass coated tanks especially adapted for the Extract, Soft Drink, Pharmaceutical, Proprietary Medicine, Toilet Preparation and Chemical Industries.

All tanks are made of cold drawn steel. The Acid Resisting glass enamel is fused right into the metal both outside and inside of tank at a temperature of nearly 2,000 degrees Fahrenheit.

Liquid Level Gauges, Air Tight Lids, Self-closing Faucets, etc., can be supplied on either open or closed, square or round type tanks. Quickest deliveries. Lowest prices.

"HY-SPEED"

Bottle Fillers, Mixers and Pumps

Let us tell you more about these low priced money saving machines, which operate from a light socket.

Write Us Today



Square type, glass-coated Tank for Storage of Liquids. Requires less space than barrels.



Vacuum Bottle Filler. Fills all size bottles from half-dram up. Any liquid, Acid, Iodine, Peroxide, etc. Operates from light socket. Lowest price.



"Hy-Speed" Portable Mixer. Clamps to any tank up to 3000 gallons. Operates from light circuit. Mixes any liquid, thick or thin. Different models for all problems.



"Hy-Speed" Portable Pump. Bronze. Capacity, 7 gals. per minute. Can be supplied with shut-off nozzle and pressure release for filling jugs, jars, cans, etc.

Telephone
Columbus 0785

Cable Address
"Speedhu"

47 West 63rd St. New York, N.Y.



ALSOP ENGINEERING COMPANY

DEPENDABLE SERVICE COSMETIC SPECIALISTS

To the Manufacturing Trade only



New Process Compacts

NEW process compacts are manufactured from a face powder base incorporating medically pure ingredients, thus assuring our rouge and powder tablets as harmless as the finest face powder offered to the public.

Our method of manufacturing also guarantees each and every tablet to be 100% perfect.

Salient Points for Your Consideration

Methods of Operating

1. Rouge and powder tablets furnished in bulk to accommodate your own special vanity.
2. We complete your package, that is, you furnish the necessary requisites, such as the containers and puffs, and we assemble your package supplying the necessary tablets.
3. We supply the article complete; that is, the metal container, puff, etc., under your own private label.



We have created individual shades of rouges that have been received by the market with immediate success, thus establishing an everlasting confidence from leading manufacturers. The ethics of the business prevent disclosing our customers' names.

We also manufacture—

FACE POWDER

TALCUM POWDER



FRENCH COSMETIC MFG. COMPANY

INCORPORATED

85 Crescent Avenue, New Rochelle, N. Y.

DEPENDABLE SERVICE

LIP STICKS OUR SPECIALTY

Samples upon request to manufacturers only



SUPERIOR LIP STICKS

SUPERIOR lip sticks are manufactured from a **COLD CREAM BASE**, the ingredients of which are guaranteed to be the purest obtainable.

As pioneer manufacturers of LIP STICKS in the United States, together with many years of research, we offer to you a lip stick that is absolutely perfect.

Individual shades have been created by us, including the latest demand for a **VIVID RED**. We furnish our SUPERIOR LIP STICKS to accommodate your requirements, either complete under your own private label, or in bulk, or we will complete your package.

All orders, large or small, are given our close personal attention. A trial will convince you.

THE LOWEST PRICES NEVER YET
BOUGHT THE HIGHEST QUALITY

We also manufacture

Eyebrow Pencils : Water Cosmetique : Lip Pomade



FRENCH COSMETIC MFG. COMPANY

INCORPORATED

85 Crescent Avenue, New Rochelle, N. Y.

More
 packages per minute
 attractive wrapping
 productive conveniences
 economical devices
 efficient operation

*Just
 Compare!*

**-the machine that wraps
 'em 2 to 1 at half the cost**

Just compare point by point the remarkable qualities of the AMF Standard Wrapping and Heat Sealing Machine.

Check the great labor - saving, time - saving features — against ANY other machine of its type and then total your comparisons.

The RESULT—

The AMF Standard *saves* over 80% of the entire wrapping overhead by its greater speed — efficiency — and economic margin.

Packages may be wrapped from $1\frac{1}{2} \times 7\frac{1}{8} \times 5/16$ to $8 \times 3 \times 1\frac{1}{2}$ under the control of a single operator. All working parts are easily and quickly cleaned.

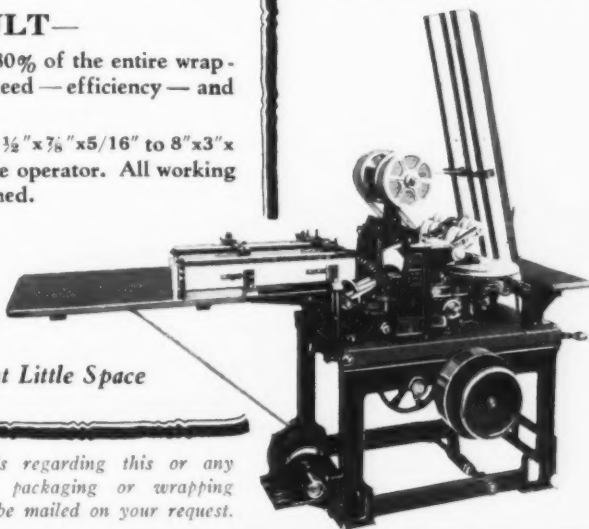
Less
 material wastes
 maintenance costs
 labor costs—
 damages & delays
ALL faulty parts

Simple—

Thoroughly
 Efficient

Takes Up But Little Space

Complete details regarding this or any other type of packaging or wrapping machinery will be mailed on your request.



MACHINES for

Feeding Filling
 Weighing Packing
 Bagging Sealing
 Label & Bottle-Capping
 Package Wrapping

•
 Cigar and Cigarette
 Making Machines
 Stemming Machines
 Color Sorting Machines

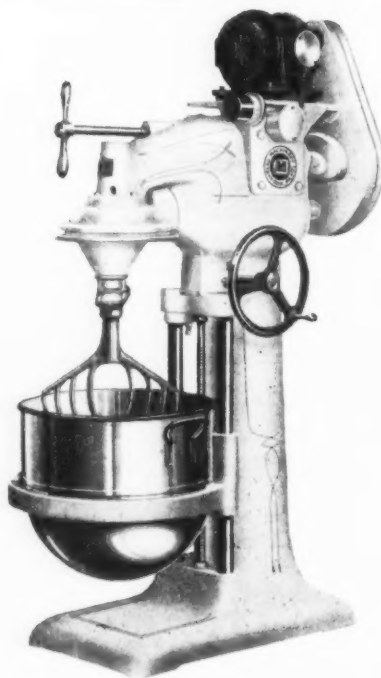
•
 Litho Transferring Machines

•
 Vacuum and Pressure
 Pumps

AMERICAN MACHINE & FOUNDRY CO.
Brooklyn, N.Y., U.S.A.

Read Emulsifier for PERFECT MIXING

of
Facial Creams Tooth Pastes
Shaving Creams



BETTER
MIXING

BETTER
PRODUCTS

BETTER
PRODUCTS

BETTER
BUSINESS

IF IT'S MIXED IN A READ
IT'S MIXED RIGHT



MIXING MACHINERY

FOR EVERY PURPOSE

READ MACHINERY CO

YORK — PENNA.

ESTABLISHED 1881

OTTO OF ROSE

BAGAROFF FRERES

THE BEST KNOWN BRAND
SOFIA, BULGARIA

Distilleries:
In the
Chief
Rose District

Distributing Depots:
Paris, London,
Leipzig,
Moscow

NEW YORK OFFICE
160 PEARL STREET

ORIGINAL PACKAGES
in 8, 16, 32, 50 and 100 oz.
EACH CARRIED IN NEW YORK

Western Representative:

NEUMANN-BUSLEE & WOLFE, Inc., 321-323 N. Sheldon St. CHICAGO, ILL.

DEPENDABLE SERVICE AND QUALITY

YOUR SATISFACTION
IS OUR CONSTANT AIM

ONLY THE BEST
MATERIALS ARE
USED IN OUR
PRODUCTS



FERDINAND BUEDINGEN COMPANY

INCORPORATED

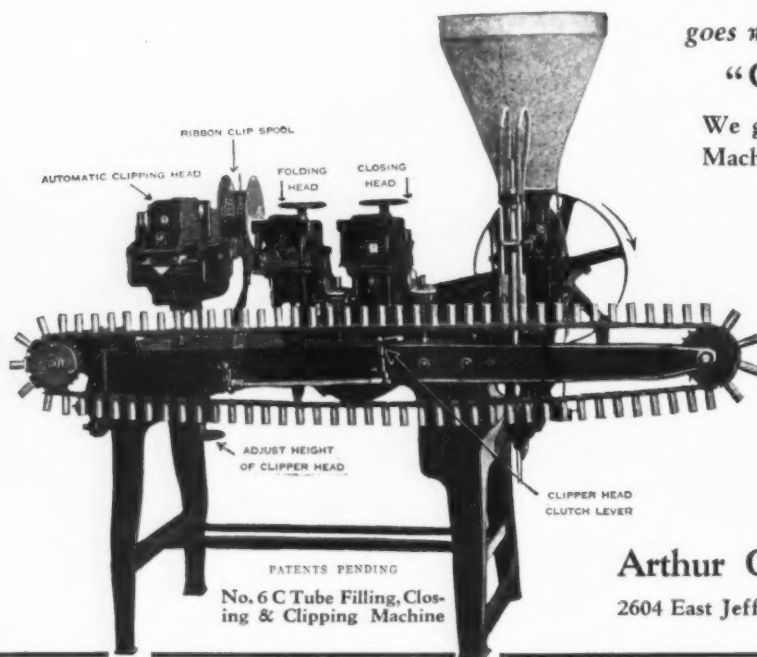
ROCHESTER—NEW YORK

NEW YORK OFFICE
152 West 42nd Street

BUILDERS OF FINE BOXES

CHICAGO OFFICE
108 So. La Salle Street

A Positive Guarantee of Performance



goes with every
"Colton" Machine

We guarantee that the No. 6 C Machine shown in this advertisement will fill, close and clip *more tubes*, completely finished, at *less cost* than any other machine made, regardless of price!

We make a complete line of machinery for the pharmaceutical and toilet goods industries.

Arthur Colton Company
2604 East Jefferson Ave., Detroit, Mich.

COLLAPSIBLE TUBES

A COMPLETE LINE
FOR EVERY PURPOSE

We manufacture various styles and openings, including all regularly used tubes from one dram to 32 ounce capacity, as well as a full line of stip or nozzle point tubes, together with various pipes as recommended by the medical and dental professions.

Our production includes tubes of Pure Tin, our "STANDARD" Tin Coated and Lead Alloy.

In fact, it is our plan to make for you what you want and not what we have.

Give Us an Opportunity

STANDARD SPECIALTY & TUBE CO.

NEW BRIGHTON, PA., U. S. A.

Manufacturers of Collapsible Tubes for 20 Years

Butyric Ether

(Ethyl Butyrate)

Northwestern Butyric Ether
has been the Standard
for over forty years

INCORPORATED 1882

THE NORTHWESTERN CHEMICAL COMPANY

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN

SOCIETA ITALO FRANCESE

per l'Industria dei Profumi e dei Prodotti Chimici
VALLECROSA (Bordighera)

ABSOLUTE FLOWER ESSENCES

of unsurpassed quality from the ITALIAN RIVIERA:

ROSE CENTIFOLIA ~ ROSE "ROSSA" ~ MIMOSA
ORANGE FLOWERS ~ JASMIN ~ VIOLET

Featuring: ROSE LIGUSTICA

the finest Italian OTTO OF ROSES

Equal to the best Bulgarian Ottos—Lower in Price

Sole Agents
for the U. S. A. & Canada

GEO. V. GROSS CO.
~ 30 Old Slip ~ NEW YORK



Section of COMFORT MANUFACTURING CO., Chicago, Ill.

OUR LAYOUT AND EQUIPMENT is making it possible for the above firm to manufacture cosmetics and sell them to other toilet goods firms at a price which is actually less than

what it would cost these firms to manufacture this merchandise with their own equipment.

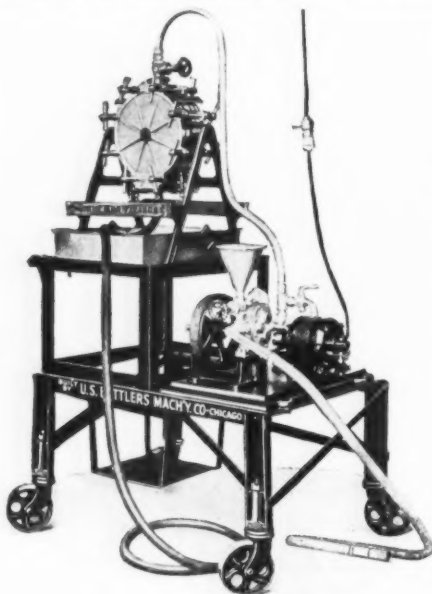
95% of the cosmetic plants can cut their production cost in half. Allow us to prove the above claim.

McBRADY BROTHERS, Inc.

Plant and General Office
2855-59 W. Lake St., Chicago, Ill.

Eastern Sales Office
152 W. 42nd St., New York City, N. Y.

MORE OUTPUT-LESS LABOR



U. S. COMBINATION OUTFIT NUMBER SIX

Most compact and complete outfit for filtering perfumes—toilet waters—extracts—and any products requiring brilliant filtration.

Pump can be used independently of filter for transfer purposes.

Any filtering medium necessary to accomplish results desired can be used in this outfit.

Special funnel on inlet of pump for coating discs with celite magnesia or talc.

Quickly moved to most convenient location in your laboratory, and so neatly constructed you will be proud to point it out in your laboratory.

We offer the most complete service and manufacture the largest line of machinery for the packaging and handling of liquids and semi-liquids of any manufacturer in the United States.

SUBMIT US YOUR DIFFICULT PROBLEMS

U. S. BOTTLERS MACHINERY CO.-CHICAGO

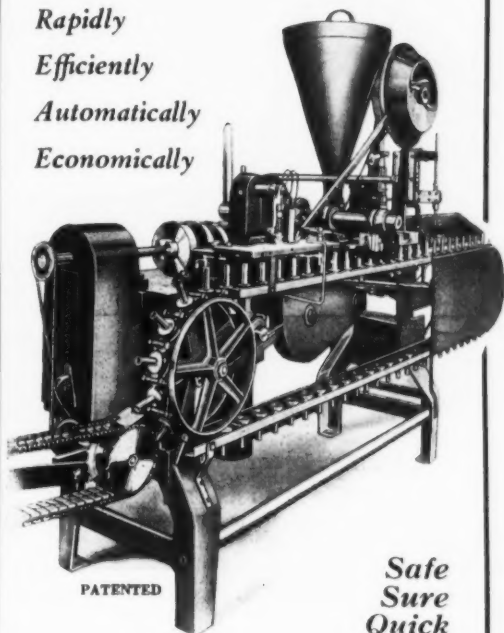
4015 - 4031 NORTH ROCKWELL ST.

BOTTLING AND PACKAGING ENGINEERS

The Weimann

Fills - Closes - Clips - Dates
Collapsible Tubes

*Rapidly
Efficiently
Automatically
Economically*



PATENTED

*Safe
Sure
Quick*

Requires only One Operator. Tubes are placed into Machine Conveyor, then automatically conveyed through the various operations.

Capacity—Smallest sizes to 2x7 in.

Production—40 to 50 tubes per minute.

Perfect Shape—Without wrinkles or kinks.

Discharges Onto Conveyor Attached to Machine

—Eliminating another operation as they are fed direct into cartoning machine.

Meets Present Day Demand for Efficient Operation and Economy in Quantity of Production.

The Weimann Bros. Mfg. Co.
Derby, Conn.

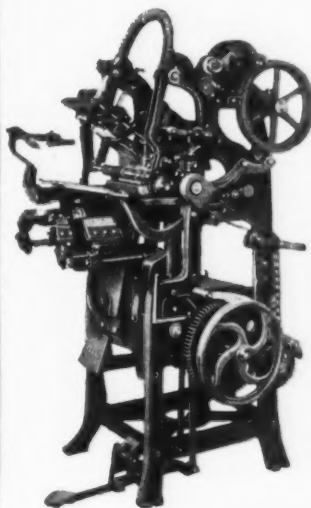
MF'RS "PERFECT" COLLAPSIBLE TUBE CLIPS

The New Ermold *Saves Time*

IN these days of high wages, *time* is one of the costliest factors in production. Any saving in time is well worth considering.

We have some interesting data to submit showing the rapidity of the work of the New Ermold Labeler—the *time* it saves in getting its work done, the *time* and expense it saves for labor—and what is equally important—the clean, neatly labelled package it delivers.

We welcome the opportunity of discussing with you how the New Ermold can save time and money for you.



*The
New
Ermold
Labeler*

Edward Ermold Co.,

Hudson, Gansevoort & Thirteenth Streets,
New York, N. Y.

CANADA
Freyseng Cork Co., Ltd., Montreal & Toronto

GREAT BRITAIN
Matthew Wylie & Co., Ltd. London & Glasgow

FRANCE
R. J. Lecomte
Paris



Drum Lots Only

BOIS DE ROSE, direct shipment from Cayenne, French Guiana. 100 lb. drums.

BERGAMOT, 36/38% S. F. de Pasquale & Fratelli Brand, for shipment. 25 lbs.

CASSIA 80/85% tech. 420 lb. drums, shipment from China.

CORNMENT, 50% menthol, spot and shipment, very low prices. 10 lbs.

GERANIUM AFRICAN, spot and shipment. 100 lb. drums.

GERANIUM BOURBON, spot, floating and shipment. 100 lb. drums.

LAVENDER, flowers, COUPEY FILS & DEHAIS Brand, spot and shipment. 100 lb. drums.

LAVENDER, spike, Spanish Diego Navarro brand, spot and shipment. 200 lb. drums.

LEMON, Italian, S. F. de Pasquale & Frat. brand, for shipment. 25 lbs.

ORANGE, Italian, S. F. de Pasquale brand, shipment from Italy. 25 lbs.

PEPPERMINT, Italian natural, very fine oil, on spot. Also rectified. 50 lbs.

PEPPERMINT, Japanese (See cornment).

ORIGANUM 65% phenols, shipment. 500 lb. drums.

PATCHOULI SEYCHELLES, a low priced variety, spot and shipment. 20 lbs.

ROSEMARY, Spanish Diego Navarro brand, spot and shipment. 4/500 lbs.

SPIKE, Spanish, Diego Navarro brand, spot and shipment. 200 lb. drums.

THYME, Spanish for shipment. 4/500 lb. drums.

VETIVER BOURBON, floating. 20 lbs.

YLANG BOURBON, spot and shipment. 11 lb. tins.

NOTICE

We do not sell in **LESS THAN DRUM LOTS**, minimum original drums for the oils we specialize in are indicated opposite.

Some oils, however, arrive in small tins and in such cases we have no objection to selling in these small original containers.

Our overhead expenses are consequently so low that we can give the *larger consumers* the benefit of cost price to us plus only a small commission or profit.

In spite of this we wish to make it clear that our oils being absolutely pure we can only compete

ON QUALITY, Not on Price.

**No Repacking
No Adulteration**

COUPEY FILS

160 Pearl Street • • • New York

Telephone: Hanover 3224 - 3225 - 3235

ALSO

COUPEY FILS & DEHAIS, 31 Rue Lafayette, Paris

Cables: COUPEDEHAI, Paris & New York



More Attractive Than Ever!

COLGATE products are known everywhere for their high quality and attractive packaging. And now, through the addition of a wrap of crystal clear, transparent Cellophane to their de luxe Piquante line, it becomes more attractive than ever.

And your product too, whether it be a luxury or a necessity, whether its price be high or low, deserves the added attractiveness and the absolute protection against dust, dirt or handling, that Cellophane affords.

Cellophane is a new wrapping material—unusual because it's absolutely transparent. It is strong, impervious to grease or dirt, and comes in many colors and embossed patterns.

Send us a package of your product to be wrapped in Cellophane. See how it protects and increases its attractiveness.

DU PONT CELLOPHANE CO., Inc.

*Sales Offices: 40 West 40th St., New York City
Plant and Executive Offices: Buffalo, New York*

*Canadian Agents:
WM. B. STEWART & SONS
64 Wellington St., W., Toronto, Canada*





REG. U. S. PAT. OFF.

C E L L O P H A N E is a new and unusual wrapping material of absolute transparency; strong, durable, and impervious to grease or dirt. It is supplied in six weights, in several widths for economical cutting, and can be had in a variety of attractive colors and embossed patterns. It can also be printed.



CONSIDER THIS

LITERALLY thousands of dollars are being saved each month by customers who, made confident thru past experience, relied on our advice and placed contracts before tin advanced. They could not buy cheap tubes today at the prices they are paying for the best. This is service.

Still we believe that the greatest economies our customers derive in using Peerless Tubes come thru their quality and cleanliness.

May we prove it? May we send samples?

We will be glad to quote on any quantity you may have under consideration.

PEERLESS TUBE CO., 48 LOCUST AVENUE, BLOOMFIELD, N. J.



Imported Perfume Vials

Imported Perfume Vials continue to prove a good and most profitable medium for introducing a New Perfume or to stimulate the sale of a slow-moving odor. These beautifully striped Vials are all fitted with elongated leak-proof stoppers and nickel or gilt slip or screw caps. We carry stocks of French Perfume Bottles. "One Dozen Assortment" for \$4.00. Ask for catalogue and prices.

Sole American & Canadian Distributors:

Belgian Trading Co., Inc.

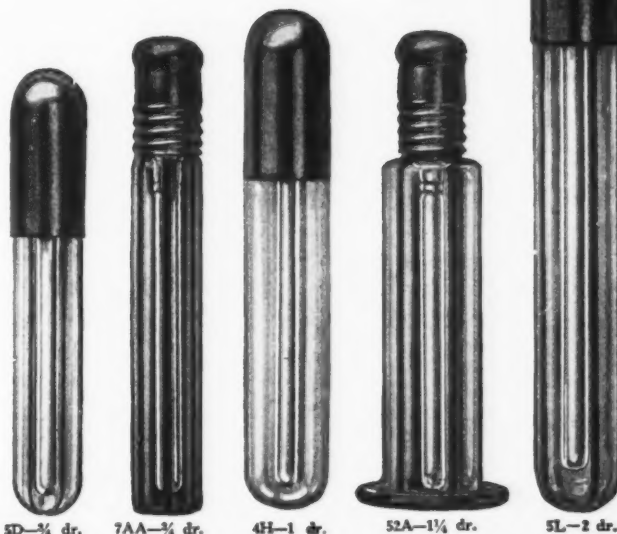
15 Moore Street, New York

CHICAGO OFFICE
40 No. Wells Street

PHILADELPHIA OFFICE
689 Drexel Bldg.

SAN FRANCISCO OFFICE
149 California Street

TORONTO OFFICE
205 Yonge St.



5D— $\frac{3}{4}$ dr.

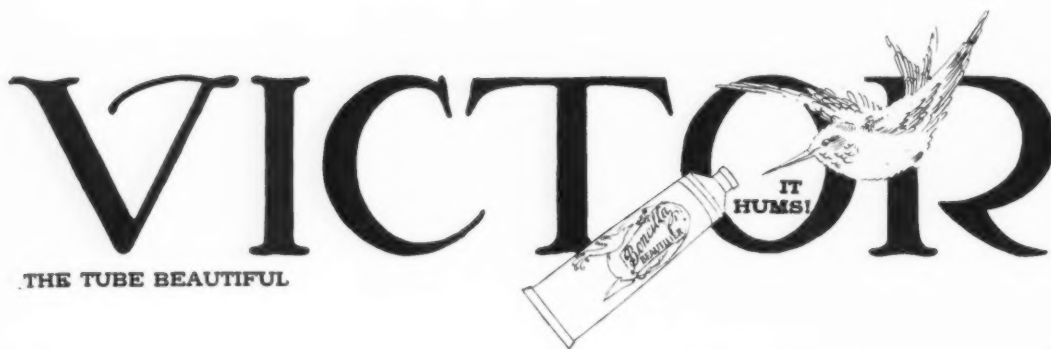
7AA— $\frac{3}{4}$ dr.

4H—1 dr.

52A— $1\frac{1}{4}$ dr.

5L—2 dr.

Have you investigated the Victor tin coated
tubes? They cost less than tubes of
pure tin. Yet they are strong,
pliable, and for most
products, just as
satisfactory as
the pure tin.
*Write for
samples.*



VICTOR METAL PRODUCTS CORP'N, 188 DIAMOND STREET, BROOKLYN, N. Y.

NATURAL MUSK

in
Pods or Grain

THYMOL Crystals, U.S.P.
EUCALYPTOL, U.S.P.
MENTHOL Recrystallized

Quotations on request

ORBIS PRODUCTS TRADING CO., Inc.

General Offices: 215 PEARL STREET, NEW YORK

Branch Office: 162 N. State St., Chicago

Consulting Chemist

Curt P. Wimmer
A.M. Phar. D

Examination and supervision of raw and finished products
Analysis of cosmetic and toilet preparations
Chemical and microscopical examinations
Formulae and processes of manufacture
Research problems and investigations
Forensic chemical work, court cases
Microphotographic work

Correspondence invited.
115 West 68th Street
New York City

Phone: Trafalgar 1733

For Toilet Powders

PLYMOUTH STEARATES
of
ZINC—MAGNESIA—ALUMINUM—CALCIUM
ZINC OXIDE—JAVA RICE STARCH

For Toilet Creams

PLYMOUTH REFINERY PRODUCTS
COLD CREAM OILS—PETROLATUMS
IMPORTED STEARIC ACID

SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports—M. W. PARSONS—Imports

Plymouth Organic Laboratories

and

New York



SPECIAL OFFER!

**600 Gross 1 3/4 Oz.
LUBIN BOTTLES**

(as illustrated)

Through an error this lot of bottles was made up in 1 3/4 oz. size instead of 2 oz. size. To dispose of them immediately we are offering them at \$2.00 per gross. These are not "seconds" but measure up to our regular high standard of quality.

Write or Wire Today!



Manufacturers
of High Quality
Machine Made
Bottles since 1865.

Send for Catalog,
Samples and
Prices.

F. E. REED GLASS CO.

ROCHESTER, N. Y.

1855

1925

Beehive Brand Bleached Beeswax

For seventy years we have been refining and bleaching Beeswax at Syracuse, N. Y., and we are safe in saying that ours is the largest solar bleachery in the world.

Direct representatives in all parts of the world buy for us the very highest grades of crude wax. After careful inspection, the choicest lots are selected

for our Beehive Brand, and this is bleached by sun and air, every operation under the care of men long in our employ and skilled in their work.

Sun-bleaching is a slow process, but results warrant the extra time. The Beehive Brand is your guaranty of the very highest quality of Wax procurable.

WILL & BAUMER CANDLE CO., Inc.

SYRACUSE, N. Y.

NEW YORK

CHICAGO

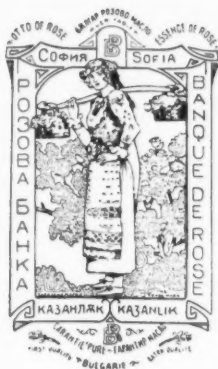
BOSTON

ST. LOUIS

MONTREAL

Specify

BANK OF ROSE



and have the assurance of a responsible banking institution that each original copper you purchase contains

Perfect Otto of Rose

Noted for the excellence of its Natural Bouquet
Correct in Chemical Properties
Unsurpassed in Purity

Sole U. S. A. Agents

STOYANOFF, GERLI & CO.

235 W. 14th Street, New York
Sofia and Kazanlik, Bulgaria

HYDROXYCITRONELLAL 100%

Highest Quality

GERANIOL EXTRA

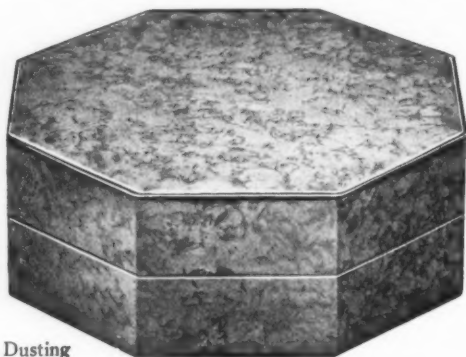
With the Odour of Fresh Rose Petals

A. M. TODD COMPANY

KALAMAZOO

MICHIGAN, U. S. A.

Established in 1869



Dusting
Powder
Box
($\frac{1}{2}$ actual size)

The Better Box

Hand-Made
and Machine

NEUMANN BOXES always reflect good taste and highest class workmanship. They add the charm of distinction to your product.

The ROBERT NEUMANN Co
MAKERS OF QUALITY PAPER BOXES & JEWELERS, CONFECTIONERS, PERFUMERS and DEPARTMENT STORES

1638-42 Central Ave.

Cincinnati, Ohio

Plain

or Decorated

Our Tubes are

GUARANTEED NOT TO PEEL



Pure Tin or Lead

Wheeling Stamping Co.

Eastern Representative
GEO. K. DILLER
90 West Broadway, New York

Wheeling, W. Va.

Factory
WHEELING, W. VA.
B. E. STOVER, Sales Mgr.

A TRUE REPRODUCTION IN THE FRENCH SEAL PROCESS OF A MUCH ADVERTISED MODEL

To obtain a label reproducing faithfully the beautiful
La Blache was really a problem.

However, when brought to the label house specializing
in the unusual demand, it ceased to be a problem and
became a triumph.

SSS SSS SSS SSS

Bring your labeling problems to the house specializing in the
unusual.

THE FOXON COMPANY,
MAIN OFFICE AND FACTORY,
PROVIDENCE, R. I.

Represented in all principal cities



Makers
of
"Artisticut"
Labels
and
Seals

JASMINE FLEURS

Lb. \$60.00 Trial Oz. \$4.00

A new Jasmine of the Absolute Jasmine Type, and lasting quality, holding this
character to the last. Most suitable substitute for the natural oil.

JASMINE LA FRANCE

Lb. \$35.00 Trial Oz. \$2.25

A low priced White Jasmine and when dry produces the delicate and fragrant odor
of the Jasmine Flower. Specially recommended for floral bouquet, talcums, creams
and face powders.

The above Jasmines are guaranteed not to discolor and are entirely free from Indol.



UNITED LABORATORIES

PERFUME BASES

Natural and Synthetic Materials for Perfumers and Toilet Goods Manufacturers.
As Consulting Chemists, our many years of actual manufacturing experience are
at your service.

15 South William Street

New York, N. Y.

OUR aim is to help you in designing a metal vanity case that will create an instant desire for possession and that will give the user good service in every way.

August Goertz & Co., Inc.

Metal Specialties

276 Morris Avenue Newark, N. J.

Service to Perfumers

Formulas and
Operating
Processes

Factory
Planning and
Production

Periodic
Plant
Inspections

Expert Advice
and
Suggestions

Perfumes and
Cosmetics

Toilet
Preparations

Private Brand
Manufacturing

Let me cooperate in the solution of your problems



Irvin S. Zeluff, Ph. G.

CONSULTING MANUFACTURING and PERFUME CHEMIST

Over 15 Years' Experience with a Leading French Perfumer

30 Park Place Phone Whitehall 8739 New York, N. Y.



Another recent creation of the Cosin Co., the
"ORKID BODY PUFF"


is meeting with widespread favor among women everywhere. This body puff reproduces the natural color of the orchid and incorporates in materials and workmanship the highest Cosin standards. This creation is an addition to our line of other popular shades. The plush from which it is made is closely woven, soft, smooth and downy.



Our vanity puffs are made of the best materials obtainable with the finest workmanship. Furnished in any color, or combination of colors, to match your particular package.

As to Service—Ask any one who is doing business with

THE COSIN CO., Inc.
133-141 West 21st Street
NEW YORK

HE intimate relation existing between our customers and this organization precludes us from referring to the many large companies we serve. To do so, we believe, would be a breach of that personal confidence we want every customer to feel when he confers with us about his requirements for Rouge and Powder Compacts, Lipsticks, Eyebrow Pencils, or other cosmetics.

We make but one pledge—that of highest quality—and every other consideration is subservient to that pledge. On this basis only we solicit inquiries from the manufacturing trade.

THE COSIN CO., Inc.

133-141 West 21st Street
NEW YORK

FOR TOILET POWDERS

Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

Stearate of Zinc

Odorless. Impalpable. Pure White. Water Resisting. Great Adhesiveness. Light or Heavy as desired.

We are manufacturing the foregoing on a large scale. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

Write for Samples and Prices.

FRANKS CHEMICAL PRODUCTS CO.

55 Thirty-Third Street

BROOKLYN, N. Y.

Office and Laboratories
Bush Terminal Building
No. 9

STOCKS CARRIED
Chicago St. Louis San Francisco

Telephone :
Sunset 1337-4797

Imperial Metal Mfg. Corp.

81-85 Sunswick Street
Long Island City, N. Y.

ORIGINATORS
OF
LEAK PROOF
SPRINKLERS

WESTERN REPRESENTATIVE
I. D. FADEN
186 N. LA SALLE ST., CHICAGO, ILL.
PHONE DEARBORN 2736



Patented
July 7, 1914

ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

All boxes can be furnished with powder container

EUGENE K. PLUMLY COMPANY

N. W. Corner Juniper and Federal Sts.
PHILADELPHIA, PA.

The Accepted Base
for Toilet Preparations
BLAND, NEUTRAL, ODORLESS and TASTELESS
Superior to castile soap in that it is less liable to rancidity—is absolutely dry and contains no free alkali. Eiderdown is less expensive and more economical than castile soap.

Eiderdown

POWDERED SOAP

WIDELY USED IN THE BEST TOOTH PASTES AND POWDERS

We carry large stocks of highest qualities of—

ACACIA
HENNA
ORRIS ROOT

BENZOINS
STYRAX

PRECIPITATED CHALK
LAVENDER FLOWERS
PATCHOULY LEAVES

ROSE LEAVES
ROSE LEAVES
PALE

TRAGACANTH
QUINCE SEED
ORANGE BUDS

SAMPLES UPON REQUEST

S. B. PENICK & COMPANY

Warehouses and Factories: Asheville, N. C., Weehawken, N. J.

115 Fulton Street

New York City

25% Increase in Use of in '25 Duplex Seals

WHEN you consider the rapid increase in the use of the Duplex Seal in previous years, a 25% increase last year is all the more remarkable.

Back of this growth of the Perfect Seal and Re-Seal is the increasing appreciation of manufacturers, dealers and consumers for the protection which it gives to hundreds of products in daily use.

Medicines, chemicals, candies, food and dairy products, toilet preparations, inks—in fact, everything packed in glass—is kept pure and full strength until the last little bit is used.

And along with the high efficiency of the Duplex Seal, is another great feature—its simplicity. Off with a quarter turn. On with the same easy motion.

The illustration below will show you the simple yet scientifically correct mechanical design of this famous seal.

Note that the horizontal metal flanges are made to slide under the glass lugs on the neck of the container. Note that the under surface of these lugs is *parallel* with the top of the bottle or jar. Thus there is no tendency to creep off. The Duplex Seal stays in place.

The spring tension of the metal flanges holds the liner tightly against the lip of the container. All liners are made to meet chemical and physical requirements of the products.

Our service laboratories will gladly furnish complete information on the value of the Duplex Seal on your own products. Also facts about liners, standard or specially embossed or lithographed seals, and hand or power closing devices.



The Duplex Seal

A PERFECT SEALING & RE-SEALING
CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, Inc.

Executive Offices and Works:

14th Avenue and 36th Street, Brooklyn, N. Y.

208 S. La Salle Street, Chicago, Ill.

Suite 1500, Real Estate Exchange Bldg., Detroit, Mich.

Newport Bldg., 68 Devonshire St., Boston, Mass.

Morgan & Sampson, Pacific Coast Representatives

501 Howard Street, San Francisco, Calif.

Duplex Seals manufactured and sold in Canada by

The Canadian Bond Crown Co., Ltd.

75 Panet Street, Montreal



Jasmin time in the Perfume Industry

Jasmin is the most desired flower effect in today's perfume mart. Veteran Perfumers, in spite of prohibitive prices of flower essences, maintain quality standards by the replacement of the natural with the synthetic. This practical solution of the problem maintains quality and odor but does not force an increase of price.

No. 1634—JASMIN
CONCRETE (Synthetic)
\$50 a lb. \$3.45 an oz.

Carries a true flower effect. Withstands denaturing acids of 101st and 102nd alcohols. Holds as well as Jasmin absolute in alcohol. A dependable substitute.

No. 633—JASMIN FLEURS
\$20 a lb. \$1.40 an oz.

Produces quality effects, convincing Jasmin odor and bouquet at a fraction of the cost of the flower essence. Withstands denaturing acids in alcohol without decomposition.

No. 23—JASMIN BASE
\$12 a lb. 85c an oz.

A valuable ally for quality with economy. Stronger than Jasmin absolute. Conserves the true flower character of the natural Jasmin content. Cuts natural Jasmin properly. As it will not discolor, we recommend its use for creams and powders. Formula for standard results furnished on request.

ERNST

Bischoff
CO. INC.

135 HUDSON ST. & 45-47 BEACH ST.

NEW YORK, N. Y.

PHONE: WALKER 2880-2881



WE OFFER UNUSUAL
SERVICE TO PERFUMERS
WHO MUST HAVE HAND-
MADE BOXES OF THE
HIGHEST QUALITY

KARL VOSS CORPORATION

MANUFACTURERS OF PAPER BOXES

LIPTON BUILDING
FIFTEENTH STREET
HOBOKEN NEW JERSEY



WE MANUFACTURE IN QUANTITY

The following
High Quality Products

Vanity Cases

for

Compacts and Loose
Powder

Metal Containers

Shaving Stick Boxes

Lip Stick Containers

Eyebrow Pencil Containers

Cream Jar Covers

Perfume Bottle Caps

Specialties

280 Broadway, New York

80 Federal St., Boston

Franklin Trust Bldg., Phila.

45 Fairlie St., Atlanta

SCOVILL MANUFACTURING COMPANY

Manufacturing Headquarters

PREPAREDNESS

THE reputation for the mechanical excellence of its products which this Company enjoys is not based upon the results of the individual efforts of one or more star mechanics.

The Company maintains a school equipped with the latest machinery for its apprentices — giving them a four years' training to become toolmakers and machinists. Expert mechanics devote all of their time to teach them to become skilled artisans.

Building today to be prepared tomorrow explains Scovill's position as "Manufacturing Headquarters" for high quality goods.

General Offices, Mills and Factories: Waterbury, Conn.



1229 W. Washington Blvd.
Chicago

1213 W. 3rd St., Cleveland

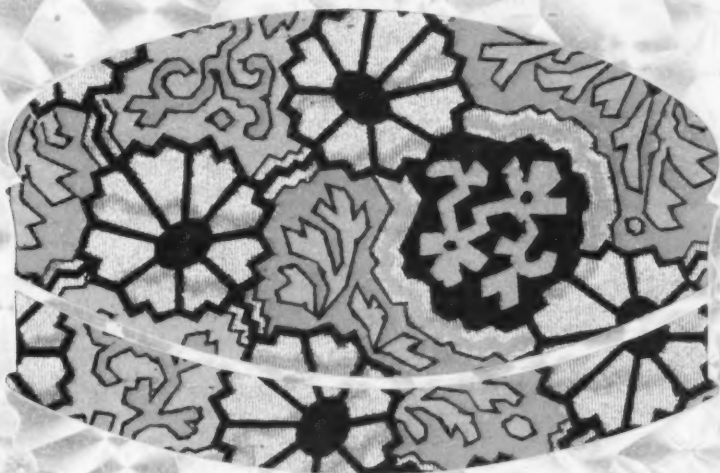
651 Folsom St., San Francisco

2261 E. 15th St., Los Angeles

MEMBER COPPER AND BRASS RESEARCH ASSOCIATION

Function

Elegance



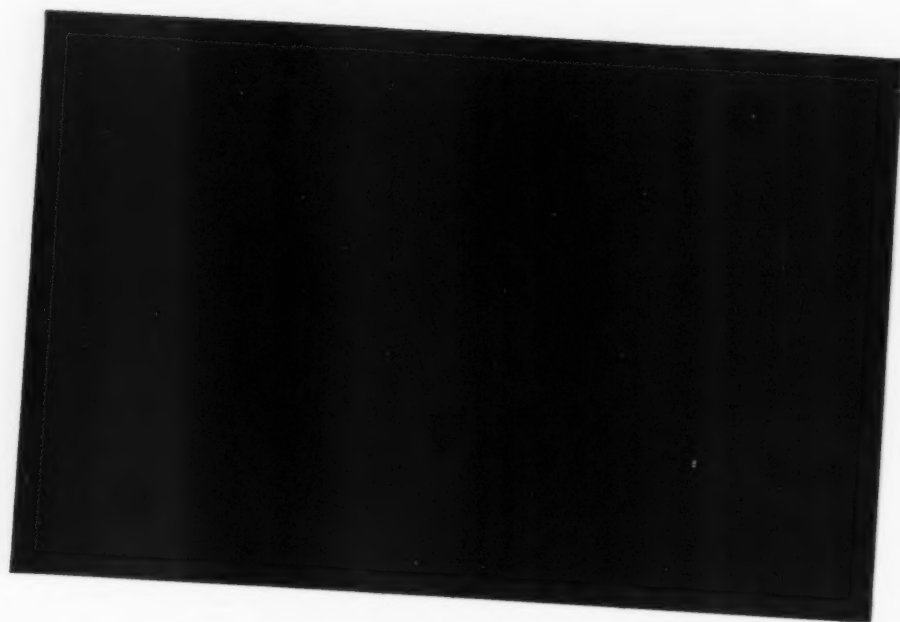
Keller Dorian



originalité



KELLER DORIAN PAPER CO
110 Fifth Avenue
NEW-YORK



Perfumers & Jewelers Box Co.

307-309-311 Sixth Avenue
New York



DEJONGE Quality Papers



The business of this house was founded over seventy-six years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street
NEW YORK

CHICAGO

PHILADELPHIA

Soap Making Manual

by

E. G. Thomssen, Ph.D.

Illustrated, 5 1/2" x 4".

Copyrighted 1922, D. Van Nostrand Co.

The material contained in this book appeared in serial form in The American Perfumer and Essential Oil Review and it presents a working manual covering all of the processes employed in the manufacture of soaps in a brief, clear and full manner. The necessary methods of analysis are included and described from a purely practical standpoint so that a study of this work may enable certain of the smaller plants to dispense with the services of a chemist. To accomplish this it has been necessary to present these tests in the simplest and most practical language possible.

In surveying the industry as a whole, the plan of the book is first to mention and describe the raw materials used; second to outline the processes of manufacture; third, to classify the methods and illustrate by formulae the composition and mode of manufacture of the various soaps; fourth, to illustrate the various methods of glycerine recovery; and fifth, to give the most important analytical methods which are necessary to the man supervising the processes of manufacture and determining the purity and fitness of the raw material used.

In a work of this kind it is not desirable to make a thorough survey of the theoretical side of the subject, but rather to place in the hands of the practical man a handbook giving definite, concise information that will serve him as a guide in his daily work.

PRICE \$4.00

Perfumer Pub. Co. 14 CLIFF ST.,
NEW YORK



HEADQUARTERS ON

Essential Oils

Aromatic Chemicals

Vanilla Beans

Gums—Arabic and Tragacanth

Soluble Resins

Pomades

Orris Products

French Flower Oils and Virgin Olive Oil

Superconcentrated Floral Water Essences

(For the instant production of triple floral waters by the addition of distilled water only, thus eliminating the heavy packing and transportation charges)—

Floral Ottos

(For use in Perfumery, Toilet Waters, Face Powders, Hair Tonics, Face Creams, Sachets, Etc.)

Write for our monthly price list

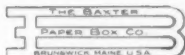
224-230 WEST HURON STREET -- -- -- CHICAGO, ILLINOIS

Buy Baxter Boxes Because Best

BUILT BY

Baxter Box-crafters

SERVICE



QUALITY

FACTORIES IN THE STATE OF MAINE

MEMBER OF



Philadelphia Representative:	Boston Representative:	New York Representative:
C. F. Shoemaker, Jr.	E. A. Brewer	L. H. Brodrick
689 Drexel Bldg.	34 Merchants Row	30 East 42nd Street

NAARDEN CHEMICAL WORKS

NAARDEN, HOLLAND

Synthetic Aromatic Chemicals

Essential Oil Derivatives

ISO EUGENOL**Aubepine***(Made from Anethol)*

Benzyl Acetate

Benzyl Benzoate

Bromstyrol

Rhodinol

Geraniol*(Extra Fine)*

Heliotropine

Citral

Linalool Bois de Rose

Artif. Jasmin



ESTABLISHED 1890

FOREIGN—TALC—DOMESTIC**KAOLIN****ZINC OXIDE****MAGNESIA CARBONATE****SOAP POWDER****ZINC STEARATE****PREPARED CHALK****PRECIPITATED CHALK**

Light, Medium, Heavy, Dense and Free Flowing

STARCH**INFUSORIAL EARTH****WHITTAKER, CLARK & DANIELS, INC.**

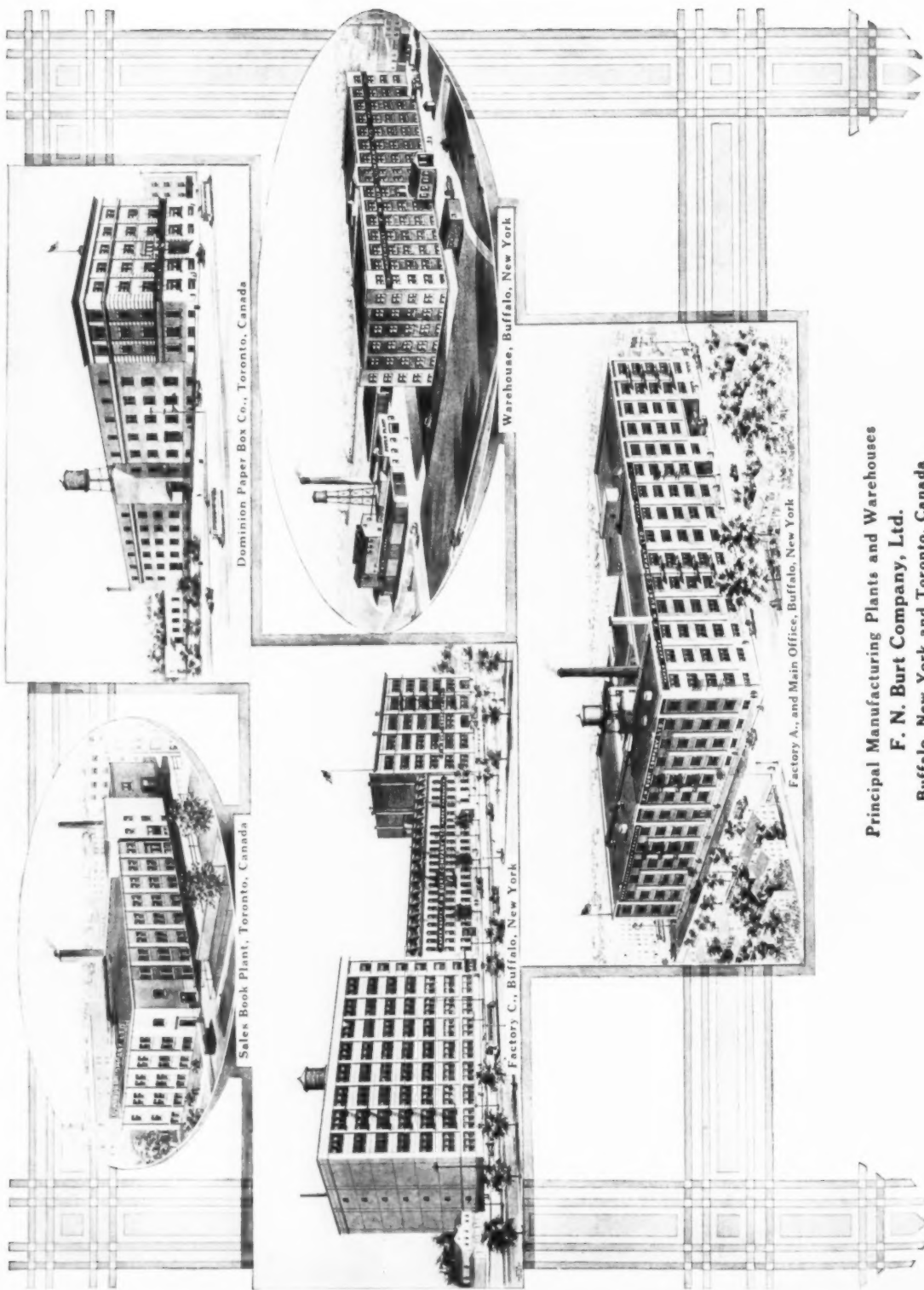
IMPORTERS AND EXPORTERS

245 Front St.**New York**

F·N·Burt Company Ltd.
SPECIALISTS IN
**Small, Fine
Paper Boxes**



*MAIN OFFICE,
540 SENECA STREET,
BUFFALO, N. Y.*



Principal Manufacturing Plants and Warehouses
F. N. Burt Company, Ltd.
 Buffalo, New York and Toronto, Canada



PATENTED



Type 400

Never-Leak Sprinkler Tops

THE threaded flange gripping the cork, as in Style No. 400, and the metal spun over corks, as in Style No. 1000, absolutely prevent leakage. The flange cannot come off.

All parts fit snugly, and yet it is the smoothest working sprinkler top on the market.

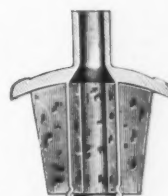
Never-Leak construction.
Sanitop quality.

Stock or special designs submitted on request.

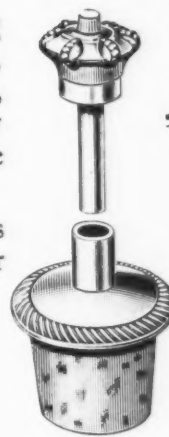
Write for Catalog A.

SANITARY TUBE AND STOPPER CO., Inc.

9 Franklin Street, New York, N. Y.



PAT. PENDING



Type 1000

VANILLA BEANS

DIRECT IMPORTERS
FROM THE ISLANDS

P. & P. DERODE FRÈRES & DAMMANN, INC.

71-73 MURRAY ST. NEW YORK

FLOROSE

Based upon

A NEW CHEMICAL BODY

THE BRIDGE BETWEEN IMITATION AND NATURAL

Experience has shown that a few percent added to

JASMIN - ROSE - LILAC - FANCY-ODORS

improves the entire impression of the perfume

SEE WHAT FLOROSE CAN DO IN YOUR CASE

\$18.00 per lb.

\$1.25 per oz

POLAK'S FRUTAL WORKS, INC.

180 Lafayette Street, - - New York City



MONARCH NUSBAUM PAPER BOX CO., INC.

Fine Paper Boxes

BUFFALO, N. Y.

New York Representative

Milton M. Munter,
509 Fifth Ave.,

Telephone—Vanderbilt 6644

Chicago Representative

McBrady Bros., Inc.,
2855 West Lake St.

Telephone—Van Buren 6028

ESTABLISHED
1840

INCORPORATED
1922

Shipkoff's Pure Otto of Rose

Main Offices:
Shipkoff & Co., Ltd.
Sofia, Bulgaria

Branch Office:
Kazanlik, Bulgaria

Model factories:
In all main centers
of the Rose District.

Highest Awards
Including four Grand
Prizes.

The test of cheapness is *quality—not price*. Shipkoff's Otto of Rose is *the cheapest* because it is *the best* in the market. It is *absolutely pure* and warranted free from any foreign matter. It is *the standard brand*—always *uniform* and *one quality only—the very best*. It is distilled with the greatest care, only in the very finest centers of the rose district in Bulgaria and from the choicest *fresh red roses*—being a *perfect blend* of same. *The bouquet* of its aroma is the richest and sweetest rose odor—without any heavy vegetable scent. For strength, richness and delicacy of true rose odor, it has never been surpassed. All high class perfumers use it exclusively. Try it and you will do likewise. Don't hesitate. *Do it now.*

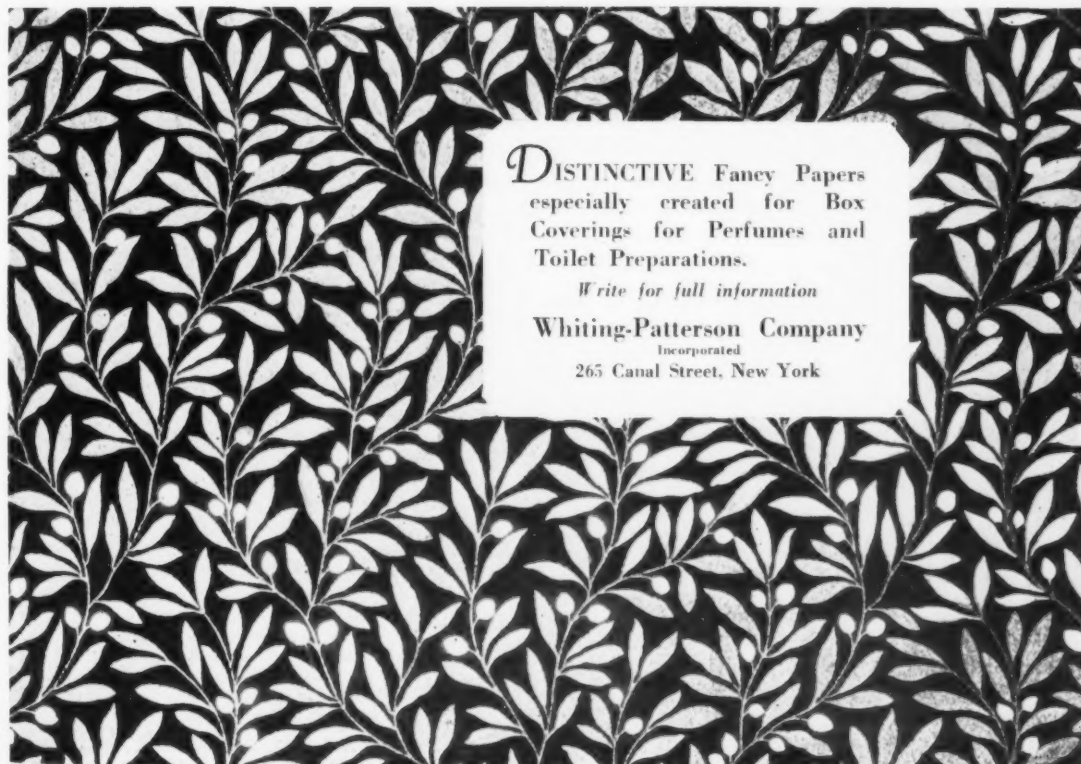
Distributing de-
pots: Paris, London,
Hamburg and in all
main perfumery cen-
ters.

Montreal Depot:
41-43 Youville Place.

London Depot:
5 Giltspur St.
Newgate St.
E. C. 1

Original packages:
4, 8, 16, 24, 32, 40, 48,
56, 64, 72 and 80 ozs.
each.

American Office
SHIPKOFF & CO., Inc.
219 PEARL ST., NEW YORK, N. Y.



DISTINCTIVE Fancy Papers
especially created for Box
Coverings for Perfumes and
Toilet Preparations.

Write for full information

Whiting-Patterson Company
Incorporated
265 Canal Street, New York

"MENTHOL-Y"

Reg. U. S. Pat. Off.

Chemically identical with Japanese Menthol

Sample sent on request.



The New York Quinine & Chemical Works, Inc.

Main Offices and Works: 99-117 North 11th Street, Brooklyn, N. Y.
St. Louis Depot: 304 South Fourth Street

The Lorscheider-Schang Company
Incorporated

New York City and Rochester,
New York

**Manufacturers of finest
hand made boxes
only.**

If it is
Quality and Service

You desire in

**Rouge and Powder
Compacts**

**Lip Rouge
and
Lipsticks—**

We give both.
Samples will convince you.



Every order receives
the personal attention
of Mr. Louis Kronish



Paris Cosmetics, Inc.

Cosmetique Specialists

128 East 16th Street

NEW YORK

**AUGUST GIESE
& SON**

162 William Street
New York

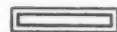


**FRENCH
FILTER
PAPER**

**ALL
GRADES**



Get Our Prices



**In Stock in
New York for
Spot Shipment**

Complete Package Service

CHARLES A. RINDELL INC.
61 West Randolph St.
Chicago



COUMARIN MONSANTO

The Original American Coumarin

COUMARIN-Monsanto has been the standard for years. Its full aroma is indicative of unusual purity, made possible only by years of manufacturing experience.

May we send a sample for your inspection and comparison?

Monsanto Chemical Works
ST. LOUIS, U.S.A.

New York Chicago

Also manufacturers of VANILLIN-Monsanto—the pure white Vanillin—and of Methyl Salicylate



IF YOU WANT

BUSINESS OPPORTUNITIES

Wanted—Agency or to represent manufacturer of advertised toilet preparations in New England. Address Box B. O. No. 000, care of this journal.

HELP WANTED

Wanted—Salesmen calling upon the extract trade to make connection with Pacific Coast House handling Tahiti Vanilla Beans. Address H. W. No. 000, care of this journal.

SITUATIONS WANTED

Essential oil salesman with wide knowledge of oils and synthetics is desirous of connecting with a good house. Address in confidence S. W. Box No. 000, care of this journal.

The cost is only 50 cents per line per issue payable in advance.
(The above advertisements are samples only.)

- a good position
- a superintendent, chemist, salesmanager or other experienced help
- to start in business
- to purchase a business
- to buy, sell or exchange machinery, equipment or material
- a formula, etc.

An American Perfumer classified advertisement will find exactly what you want.

Perfumer Pub. Co.
14 CLIFF STREET
NEW YORK, N. Y.

By THE BEST

Terpineol

That's "Oil"

Telegraph Orders
Given Prompt Attention

Southern Aromatics
Company

Brunswick ::: Georgia

Samples Attractively— Convincingly Displayed

Bring More and Bigger Orders



Here you get the combined efforts
of skilled specialists of 25 years'
experience in perfecting the Sample
Case.

KNICKERBOCKER CASE COMPANY
224 N. Clinton St. Chicago

World's Leading Sample Case Manufacturers



Soapmakers Attention

We Offer

By the Pound or by the Ton

OIL CITRONELLA

CEYLON

JAVA

OIL LEMONGRASS

Our Prices are Attractive.

Let us have your inquiries.

H. C. RYLAND

MANUFACTURERS IMPORTERS EXPORTERS

ESSENTIAL
OILS

52 LAIGHT ST.
NEW YORK

AROMATIC
CHEMICALS

Chicago Office: 538 South Dearborn Street

For Bath Salts

Solvay Snowflake Crystals are
superior to ordinary bases used in
the preparation of bath salts. They
never cake and are immediately
soluble in water.

SOLVAY
Snowflake Crystals

Snowflake is guaranteed to soften
water and is harmless to the skin.
It is snow white in color; is odorless.
Colors uniformly, and absorbs per-
fume perfectly. Write for prices!

THE SOLVAY PROCESS CO.
Wing & Evans, Inc., Sales Dept.
40 Rector St., New York

Expert Advice

CAREFUL manufacturers who seek to keep their formulas, their manufacturing processes and their equipment abreast of the very latest developments periodically consult an expert whose information and experience are wide and thorough.

Joseph L. Stummer
B. Sc., Ph. G.

Consulting and Manufacturing Chemist
Cosmetic Specialties

201 Fulton Street NEW YORK



Onondaga Textile Mills, INC.

Specializing in

VELOURS
for
POWDER
PUFFS

OFFICE
288 FOURTH AVE.,
NEW YORK CITY

Telephone: Ashland 7045.

FACTORY
NEW LONDON,
CONN.

SPECIAL ATTENTION

Given to
COLLECTIONS

**OF PERFUMERY, ESSENTIAL OIL,
CHEMICAL AND ALLIED LINES**

**WE ARE PERSONALLY ACQUAINTED IN
THESE TRADES**

LET OUR EXPERIENCE HELP YOU

References:

Hydrox Company, 2400 Lake Park Ave., Chicago, Ill.
Innis, Speiden & Co., 120 W. Kinzie St., Chicago, Ill.
Allen B. Wrisley Co., 923 So. Wells St., Chicago, Ill.
Clarence Morgan & Co., 355 W. Ontario St., Chicago, Ill.
C. A. Seguin & Co., 500 No. Dearborn St., Chicago, Ill.
D'Arly, Inc., 3323 S. Michigan Ave., Chicago, Ill.
Comet Engraving Co., 501 So. Dearborn St., Chicago, Ill.
Foreman National Bank, 30 N. LaSalle St., Chicago, Ill.

Bonded by THE NATIONAL SURETY, New York
Member CHICAGO ASSOCIATION OF COMMERCE
COMMERCIAL LAW LEAGUE OF AMERICA RATES

INTERNATIONAL TRADE EXCHANGE, Inc.

Harry W. Hadley, President
127 NO. DEARBORN STREET, CHICAGO, ILL.
Telephone, State 4214.

Collections in all parts of the world
NO COLLECTION—NO CHARGE

SUPERFINE SHAMPOO BASE

We have the finest cocoanut oil
Base for making shampoo. Com-
plete formula for the asking.

SUPERFINE HAIR CREAM

A wonderful hair dressing.
Not an oil. Can be remelted.
Write for sample.

We also have a full line of
White Mineral Jellies, Petrola-
tums, White Oils, etc.

Pennsylvania Oil Company
412-420 N. Western Ave. Chicago, Illinois

What Really Counts—



152 P

Not only what You Think—
Not only what the Dealer may Think—
But what the public thinks and *buys*.

We make sure to know all these fundamentals before we begin the creation of a new container for you.

Years of successful experience enable our designers to put real selling power into Rowell Paper Boxes.

E. N. Rowell Co., Inc.
Batavia, N. Y.

New York Sales Representatives: BRISTOL-SMITH, INC.
41 Park Row, Room 805. Telephone: Cortlandt 1574-5



156 P

E. N. Rowell Co. Inc.
Paper Box Mfrs.
Batavia, N. Y.



180 P



163 P

THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



BLEACH HOUSES
T. L. WAX CO.
SPECIFY T. L. BRAND

Specialties

Pure White Sun Bleached Beeswax
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun Bleached Beeswax. Guaranteed under Food and Drug Act, June 30, 1906. Serial No. 4068.

Write for samples

Long Distance Tel. Sherwood 8183

STOCK LABELS

for
TOILET
PREPARATIONS

SAMPLES SENT
ON REQUEST

THE QUALITY LABEL COMPANY

150 NASSAU STREET
NEW YORK CITY

VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

LIPSTICKS

EYEBROW PENCILS

ROUGE PASTE

COSMETIQUE

— Our Specialties —

Quality and Service maintained at all times

MERVEILLE PUFF &
COSMETIC CO., INC.

339 East 93rd Street

New York City

"We Strive for Perfection"

Filtration is important

To filter or not to filter is a problem that can seldom be answered offhand. The tendency to develop cloudiness and precipitates in hair tonics and lotions has been corrected by proper filtration. Crystal clearness has been produced in shampoos and liquid soaps in the same way.

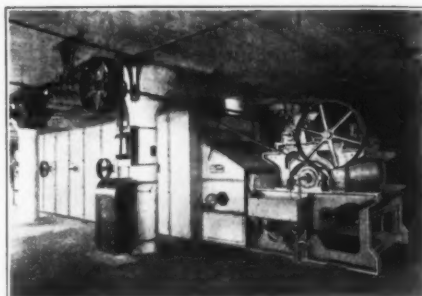
Filtration adds little to the cost of a product. If it will help your products in any way you want to know about it. We have laboratory facilities for filtering samples that produce typical factory results. You are invited to consult us on filtering problems without obligation.

T. SHRIVER & COMPANY
890 Hamilton St., Harrison,
New Jersey

The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth, especially woven for filter press work, at very close prices.

Ask us to quote on your filter cloth requirements.

SHRIVER FILTER PRESSES



Drying Chip Soaps—

the Proctor Automatic Cooler, Crusher & Dryer is used by leading manufacturers. Make this machine your choice for quality results, efficiency and low operating cost.

PROCTOR & SCHWARTZ, INC.
PHILADELPHIA

Hand Tube Filler, Folder, Crimper for Collapsible Tubes



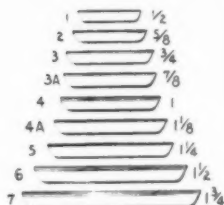
TUBE FILLER No. 4-A



FOLDER No. 8



CRIMPER No. 1



THE CLIP THAT DOES
NOT CUT THE TUBE

Geo. G. Rodgers
Manufacturer
Springfield
Ohio

GLASCOTE

Glass Lined Equipment in any capacity for any manufacturing process that requires freedom from metallic contamination.

Acid resisting green Glascote is absolutely sanitary. Its glossy surface facilitates cleaning and avoids contamination from one product to another. It is chemically, thermally and physically resistant. It contracts and expands with the steel shell. It is durable and efficient.

Send for new bulletin on Glascote mixing, storing and aging equipment.



*Glascote Tapered
Evaporating Kettle*

with substantial welded jacket for steam heating; glass lined and provided with belt driven Glascoted Agitator.

The Glascote Company

Euclid, Ohio New York Office, Detroit Office,
(Cleveland District) 15 Park Row 1217 Book Bldg.
St. Louis Office, 4030 Chouteau Avenue

SOAP MACHINERY

Kettles, Crutchers, Frames, Slabbers, Cutters, Remelters,
Presses, Chippers, Mills, Plodders, Soap Dies, Perfume Mixers

Soap Flake Machinery — Glycerine Machinery

Plans and Specifications for New Plants—Old Plants Remodeled.

HOUCHIN-AIKEN CO., INC.

Hawthorne

Engineers and Machinists

New Jersey

COMPACT FORMING MACHINES

Crimping and Closing Machines

Bottle Capping Machinery

Special Filling Equipment

Presses, Dies, Double Seamers, Can Making and
Sheet Metal Working Machinery

ADRIANCE MACHINE WORKS, INC. 76 Richards St., Brooklyn, N. Y.



Homeopathic Vials of Every Description

Manufactured by the

RUTH GLASS COMPANY

Conshohocken, Pa.

QUALITY AND MOST ATTRACTIVE PRICES



We Specialize in Exclusive Seals

WE specialize in the creation of distinctive,
original seals which insure sales and bring
repeat orders. Let us figure with you on your
next order.

Write for samples

ATLAS LABEL CO., 119 Lafayette St., New York



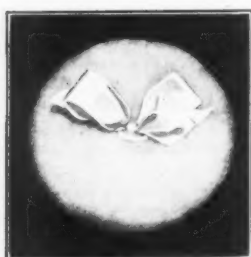
HARRAL SOAP COMPANY, Inc.
HAWTREE CREEK ROAD,
OZONE PARK, NEW YORK CITY

SHAMPOO BASE
LIQUID TOILET SOAP
SHAMPOO PASTE
POWDERED SOAPS —

MAKERS OF SOAP
NEARLY HALF A CENTURY

LIQUID SHAMPOO
SURGICAL GREEN SOAP
TOILET SOAP BASE in BARS and
FLAKES
FLOATING BATH SOAP





Dresser and Vanity Puffs

LARGE, fluffy, natural lambs wool powder puffs. Double-faced; wool on the pelt—patented. Sterilized and washable.

These puffs really hold the powder.

Vanity Puffs—Finest quality and workmanship.

Write us for samples and prices. Let us figure on your requirements for 1926.

HENNING & MAYER, INC.
18 Webster St. North Tonawanda, N. Y.

IF YOU NEED ANY KIND OF MACHINERY

ASK US

Perfumer Publishing Company
14 Cliff St. New York
Information Department

Toilet Soap Base — Chips, Bars and Flakes

We are able to manufacture highest quality soap products under your own name and brand. Our prices are most attractive.

Write for Samples and Full Information

BONDED PRODUCTS CORPORATION
68 Jay Street Brooklyn, N. Y.

Sampling Your Face Powder Under Ideal Conditions —Will Increase Your Sales

THE problem in all sampling is to be sure that the sample will be used. Our new method makes it convenient for your prospective customer to try the powder when you want her to try it under ideal conditions.

Write for full information about our special offer.

REFILLABLE PUFF AND NOVELTY COMPANY
538 Congress Ave. New Haven, Conn.

Let us quote on
making your creams
under your own labels

All Milk Rolling Massage Cream
Vegetale Lemon Rolling Massage Cream
Cold Cream, Rose or Lemon
Greaseless Cream

Send for samples and prices.

AMERICAN PERFUMERY CO.
188 Grand St. New York, N. Y.

VANITY MIRRORS

Any Shape Any Size
Grade A Glass Only
Prompt Deliveries

We will be pleased to submit samples and prices upon request.

NEW YORK MIRROR WORKS

191-193 Chrystie St. Drydock 4230 New York, N. Y.



Miller Fibre and Tin End Cans

For Coffee, Tea, Spices and
Dry Products

SPIRAL OR CONVOLUTE

Moisture Proof—Parchment Lined or Plain

WE SHIP PROMPTLY

Miller Fibre Products Co.

612-620 Orleans St., Chicago



Put a Salesman on Your Package

Universal satisfaction experienced by users of Horn seals is the result, not the cause of their supremacy.

Our customers tell us that they are well satisfied with labels and service without being apprehensive that we will make them pay more for being pleased.

JOHN HORN, Seals

837-839 TENTH AVE., NEW YORK, N. Y.
Kindly send me a sample booklet of your seals.

Name

Address

"PERFECT" WHITE MINERAL OIL

Brand

Odorless—Tasteless—Colorless—U.S.P.

58c per Gallon, Drums Inclusive, F.O.B. NEW YORK

*Write for Samples and Full Information about
Our Special Offer, at Most Attractive Prices*

THE F. W. CLARKE COMPANY

29 Broadway New York, N. Y.

Bristol-Smith, Inc.

Donald M. Smith, President

MANUFACTURERS' SALES AGENTS for

Sun Tube Corp.—Collapsible Tin Tubes (Plain and decorated).

E. N. Rowell Co.—Fine Paper Boxes.

J. M. Raffel Co.—Corrugated Fibre Shipping Cases.

Kolmar Laboratories—

Face Powder and Rouge Compacts

Bishop Calculating Recorder (Calculating Recorder for Factory Cost Keeping).

41 Park Row Room 805 New York

Tel. Cortlandt 1575

COLORS

TECHNICAL AND CERTIFIED

Technical colors for Perfumes, Soaps, Waxes, and special uses. Ask for samples. Special Service to Essential Oil Houses.

Certified Colors for Flavoring Extract Manufacturers, Bakers and Confectioners' Supplies.

INTERSTATE COLOR CO., Inc.

41 Park Row, Suite 814

New York City

Collapsible Tubes



We are making tubes that are uniformly good.

We make one product—Collapsible Tubes, of one material—Pure Tin, in sizes from $\frac{3}{8} \times 1\frac{1}{2}$ to $1\frac{1}{4} \times 5\frac{1}{2}$, in quality to satisfy the most discriminating user.

**PENNSYLVANIA
COLLAPSIBLE TUBE CO.**

495 Hepburn St., Williamsport, Pa.

BOOKS

When you want any book on perfumes, soaps, etc. write us.

Perfumer Pub. Co.14 Cliff St.
NEW YORK

Clifton

SHAMPOO

**AN EXTRA CONCENTRATED
COCONUT OIL SHAMPOO**

OPAL-OLIVE, RED, ORANGE & GREEN COLORINGS
FURNISHED GRATIS WITH EACH ORDER.

CLIFTON CHEMICAL CO. INC.

*Sparkling
Clear*

**CLIFTON BLDG.
246 FRONT ST.
N.Y.C.**

LIQUID SHAMPOO

Opal-Olive, Orange, Natural, Strawberry, Tar

Produced from the best of coconut oil, absolutely free from alcohol, crystal clear, pleasingly perfumed, the ideal shampoo.

Shampoo Base Soaps 65%

Natural, Opal-Olive, Green and Tar

Shampoo Paste Soaps

Natural, Opal-Olive, Mint and Tar

U. S. P. IX and X Green Soap

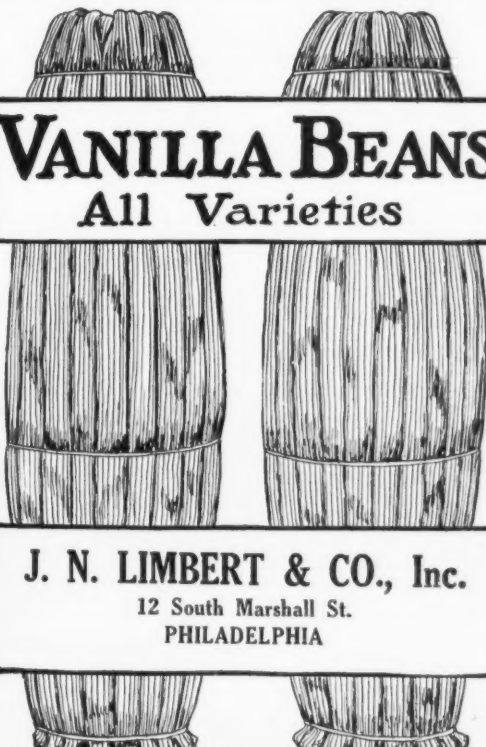
U. S. P. Castile Soap

Bars, Powder, Granulated

WRITE FOR SAMPLES AND PRICES

KRANICH SOAP CO.

54 Richards Street - Brooklyn, N. Y.



VANILLA BEANS
All Varieties

J. N. LIMBERT & CO., Inc.
12 South Marshall St.
PHILADELPHIA

SPIELMANN LABELS & SEALS

SEALS

PERFECTOCUT Embossed
Seals are designed to attain personal appeal. Only thru the skill of expert craftsmanship is our PERFECTOCUT quality obtainable

BOX COVERS

Exquisite Box Tops printed in many colors or stamped with gold leaf demand the attention of the prospective purchaser.



WILLSON SPIELMANN LABEL CO.

536 LAKE SHORE DRIVE-CHICAGO



for wrapping boxes, bottles, soaps and, in colors, for dainty inlays or other protective service.

Cellophane displays and protects products.

FRANZ EULER & CO.

173 LAFAYETTE STREET

NEW YORK

POWDER PUFFS

sewed on semi-automatic machines
which means *uniformity*. They
will beautify your bath powder
package at no extra cost.

A'CADIA POWDER PUFF CO.
797 East 142nd Street
NEW YORK CITY

Middle Western Representative
Chas. A. Rindell, Inc., 64 W. Randolph St., Chicago, Ill.

CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is 50c. per line per insertion. Please send check with copy. Address all communications to
PERFUMER PUB. CO., 14 Cliff St., New York.

BUSINESS OPPORTUNITIES

New improved process for manufacturing shaving cream
No experience necessary. Moderate charge. Herbert Joyce,
130 Pearl Street, New York City.

Office Equipment

Addressing Machines, Multigraphs, Folders, Duplicators,
Dictaphones, Adding Machines, Typewriters, etc. Save
about half. Write for prices. The Pruitt Co., 117-AP
N. Market, Chicago.

Accountant—Books opened, closed, audited. Bookkeep-
ing services for firms without bookkeeper. Tax Reports.
Emil Mack, 507 Fifth Ave., Murray Hill 5021.

We want to buy jobs of toilet goods
and druggists sundries. Edgar E. Kahn,
Inc., 20 West 22nd Street, New York
City.

Plant for Sale—Cosmetics, face powder, rouge, toilet
articles, about 4,000 square feet, raw materials ready for
immediate operation, opportunity to do large business.
Address Box B. O. No. 1478 care of this journal.

(Continued on page 144)

Chemist-Perfumer

MANY years' experience with leading perfume
houses here and abroad. Creator of several
outstanding lines in the Toilet Goods business:

Desires to connect with house which believes that
only up-to-date products being distinctively individ-
ual and showing the cultured artistic French touch
can assure the permanent success of a firm.

Address—S. W. No. 1476, care of this journal

HENDERSON *Labels*



"Lasting Impressions"
REG. U.S. PAT. OFFICE

The attached are representative numbers from our line of Stock Perfume and Toilet Preparation Labels.

We will be pleased to send our complete Sample Line, consisting of approximately 1200 designs and styles, for \$2.00. This amount to be credited on receipt of your order. Our samples are now conveniently placed in book form. Write for this elaborate and extensive line.

THE HENDERSON LITHOGRAPHING CO. CINCINNATI, OHIO, U.S.A.

TRADE  MARK

"Lasting Impressions"

REG. U.S. PAT. OFF.



ESTABLISHED 1858

OUR PLANT, EMPLOYING 175,000 SQUARE FEET, DEVOTED ENTIRELY TO THE MANUFACTURE OF A BETTER GRADE OF ADVERTISING MERCHANDISE IN COLORS, ON PAPER, EMPLOYING 300 SATISFIED WORK PEOPLE.



MODERN plant and organization, equipped with up-to-date machinery and advanced methods, firmly and ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfumes, toilet preparations, soap and kindred lines.

The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.

Not only are we equipped to manufacture special work of every description, but carry in stock the largest and most beautiful assortments of Perfume and Toilet Preparation Labels, Caddy Box Labels, Color Labels, Monthly Service Cards, Kitchen Reminders, Telephone Lists, Blotters, Fans, Advertising Cards, Folders, Discut Newsletters, etc.

The Henderson Lithographing Company

MAIN OFFICE & FACTORY

STATION H, CINCINNATI, OHIO, U. S. A.

CHICAGO

1520 North American Building
W. J. HUNT, Manager

SAN FRANCISCO

MINNEAPOLIS

NEW YORK

15-19 East 26th Street
G. F. MEYER, Manager

WE REQUIRE THE SERVICES OF ADDITIONAL HIGH-GRADE SALESMEN.

Private Brand TOILET PREPARATIONS

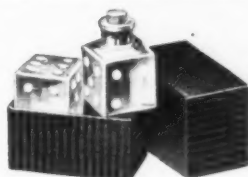
For the highest quality preparations at the lowest prices consistent with quality, consult us.

Perfumes	Toilet Waters
Lotions	Deodorants
Creams	Manicure Items
Dentifrices	Hair Preparations
Etc., Etc. of Every Type	

Think about this! Cost is made up of container, label, etc., to complete the package, labor, overhead, profit and contents. We buy to best advantage, operate efficiently, our overhead is practically nil, we are content with a reasonable profit and quality of contents receives first consideration.

The Edral Company

Ralph H. Auch, Pres. Dr. E. H. Eherle, V.-Pres.
2709 Spring Grove Ave. Cincinnati, O.



DICE VIALS

Capacity 3 cc. Are sold in pairs. Best grade Corks. Supplied in bulk without boxes or corks, or we can furnish with individual corks and boxes to hold a pair of vials at cost. (Pat. pending.) (Shown 1/2-size.)

Novelty Vials that Sell

Attractive designs—large variety—prompt shipment—moderate price—and a BIG market!

Let us send you samples and prices

Glass Products Co., Vineland, N. J.

Eastern Representative:
CARL J. LOVELAND,
389 Bourse Bldg., Philadelphia

Western Representative:
E. MARX CO.
110 No. Dearborn St., Chicago

Pacific Coast Representative:
THE A. C. RIDDELL CO.
21 Spear St., San Francisco
316 Commercial St., Los Angeles

AMERICAN BEAUTY DOLL

1/2-oz. capacity; in bulk without boxes or corks, or with individual perfume boxes and corks (boxes and corks at cost), choice of blonde or auburn wigs, or can be furnished without wigs for cheap packages. (Patented June 10, 1924.) (Shown 1/2-size.)



We Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
SURGICAL GREEN SOAP

WRITE FOR SAMPLES AND PRICES

THE DAVIES-YOUNG SOAP COMPANY
DAYTON, OHIO

Save Money on Your Toilet Preparations

WE are able to manufacture highest quality toilet preparations for you UNDER YOUR OWN NAME AND BRAND at most attractive prices. Write for full information.

SUN-MAID PRODUCTS CORPORATION

71 Goerck St.

Telephones: Drydock 4113-4114

New York

(Continued from page 142)

BUSINESS OPPORTUNITIES

Paris Perfumery Manufacture for sale. Good conditions. Reason for sale—insufficient capital for extension. Write to: Auger 75 Rue Chauveau, Neuilly, Seine (France).

Johnson Filtering and Pumping Machine—Almost New—in A-1 condition, cost \$1,600, will sell cheap. Sanitary Chemical Co., 526 N. Gay Street, Baltimore, Md.

We manufacture creams, tonics, lotions, specialties, your label or ours. Also special formula work. Samples and prices on request. Ohio Laboratories Co., 236 East 5th St., Cincinnati, Ohio.

For Sale—An Alexander Rouge Machine. Cost \$150, will sell for \$50.00—used only in demonstration. Write Box 816, Memphis, Tenn.

FOR SALE

One size O "Day" combined sifter and mixer, T & L Pulleys, complete, new and in perfect condition, price \$40.00. Address B. O. No. 1457, care of this journal.

Rimmel's "Book of Perfumes," 250 illustrations, cloth, gilt, 1865, very scarce (2 copies), two volumes, \$15.00. Roret's "Cyclopaedia of Perfumes," Paris, 1864, \$12.00. Geo. G. Makenzie, 1111 Capitol Blvd., Chicago, Ill.

SITUATIONS WANTED

Analytical chemist, perfumer and technological expert, experienced in essential oil, perfume and cosmetic fields seeks position with reliable concern. Over twelve years' experience. Address S. W. No. 1473, care of this journal.

Chemist B. S. seeks position in research laboratory or manufacturing plant of reliable firm. Have had five years' experience in the analysis and research of essential oils and synthetic aromatics. Address S. W. No. 1472, care of this journal.

HELP WANTED

Manufacturers of synthetic aromatics, raw materials for perfumers, soap makers and flavoring extract manufacturers, have openings in following territories: Philadelphia, Boston, Chicago, San Francisco. Liberal commission arrangement. Only go-getters need apply. State full particulars in first letter. Address H. W. No. 1471, care of this journal.

Chicago representative wanted for essential oil house. Address H. W. No. 1474, care of this journal.

HELP WANTED

SALESMEN with good following to call on manufacturing perfumers, department, chain and syndicate stores, also novelty shops and beauty parlors, with excellent line of glass and perfumery novelties, perfume bottles and other containers, also attractive line of well advertised new perfume. Local and other good territories open. Commission and moderate drawing account. Excellent opportunity for right men. All offers held strictly confidential. Address H. W. No. 1475, care of this journal.

Old Established House, manufacturing Fruit Flavors and Distillers of Essential Oils, has vacancy for Salesmen to cover the Southeastern territory preferably with headquarters in Atlanta. Salary, Commission and Traveling Expenses. Apply in confidence to H. W. No. 1477, care of this journal.

CHEMIST AND PERFUMER; MARRIED MAN, WITH PHARMACEUTICAL EDUCATION, THOROUGHLY EXPERIENCED AND CAPABLE OF MANUFACTURING AND ASSEMBLING A FULL LINE OF HOUSEHOLD AND VETERINARY, REMEDIES, FLAVORING EXTRACTS, COSMETICS, PERFUMES AND TOILET PREPARATIONS, FOR A LARGE MID-WEST CONCERN. MUST HAVE A THOROUGH KNOWLEDGE OF BOTTLING, LABELING AND PACKAGING AND BE FULLY COMPETENT TO DIRECT AND MANAGE LABORATORY HELP. STATE AGE, HEIGHT, WEIGHT, SALARY EXPECTED, WITH FULL DETAILS OF PAST EXPERIENCE, AND GIVE REFERENCES AND NAMES OF PAST EMPLOYERS IN FIRST LETTER. ADDRESS H. W. No. 1470, CARE OF THIS JOURNAL.

for immediate shipment from our stocks

Bay Rum Domestic. (56%)	\$.75 gal.
Lilac Toilet Water.. (70%)	1.20 "
Quinine Hair Tonic. (70%)	1.30 "
Foaming Hair Tonic (70%)	1.40 "
Witch Hazel ^{Double} Distilled.. (15%)	1.00 "

F.O.B. New York. Above prices are for 50 gal. Bbls. only. Prices in smaller quantities on request. Let us quote you on your private formulae.

Sales Agents

The ANATOL Co. 258 West 29th St. New York City

Will Buy For Cash

any quantity perfumes, toilet goods, face and talcum powders, rubber goods, ivory, celluloid, novelties, hair brushes, specialties of all kinds. Anything that can be sold to department or drug trade.

Jobs or Close-outs Only

Romer Drug Co.

359 Broadway New York, N. Y.

WRITE US FOR

**INFORMATION REGARDING
TRADE-MARK PROTECTION**

PERFUMER PUBLISHING CO.

14 Cliff Street

New York

"HOPKINS" BRAND Powdered White Neutral Soap

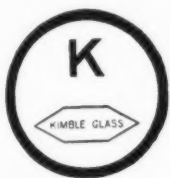
For Manufacturers of Fine Toilet Articles

It Is Non-Irritant	It Makes a Profuse Lather
It Is Non-Rancid	and—
It's of Non-Hardening Consistency	It Is Snow-White—Producing an
It Has Superior Cleansing Qualities	Elegant Finished Product.

Sold to Wholesalers and Manufacturers, Only

Write for Samples, Prices and Booklet giving full information

J. L. HOPKINS & CO. Importers and Exporters New York



GLASS VIALS



Automatic Machine Made, Are Uniform
in Capacity, Corkage, Height and Width

Especially Adapted for the Perfume Trade

KIMBLE
VINELAND, N. J.

GLASS
CHICAGO, ILL.

COMPANY
NEW YORK, N. Y.

Produce *Better* Toilet Preparations

WITH



White Mineral Oil

WYROL White Mineral Oil is especially made for producing toilet preparations and cosmetics of the utmost purity and the finest texture. Not only is it colorless, tasteless and odorless, but it is absolutely pure and dependably uniform in quality.

If you are having any difficulties with your formulae, our specialists will be glad to confer with you in the solution of any problems involving the use of mineral oils or jellies.

Write for Samples and Full Information.

Address only

**CHEMICAL PRODUCTS DIVISION
STANDARD OIL COMPANY (NEW JERSEY)**

7 HANOVER SQUARE, NEW YORK



VELVO

FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00

Packing Charges Extra.

L. REUSCHE & CO., 34 Union Square East, New York City

EST. 1881

AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and TOILET SOAPS—SHAVING CREAM—FACE CREAMS

Also a large line of especially high grade preparations for Beauty Parlors.

All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

AMOLE SOAP CO. - - Tippecanoe City, Ohio

(14 miles north of Dayton, Ohio.)

SEITZ ASBESTOS FILTERS

An ABSOLUTE
GUARANTEE

for Sparklingly Clear Filtrates

Perfumes, Toilet Waters, Hair Tonics, Pharmaceuticals, Extracts, Etc.

PHILIPP WIRTH

12 E. 15th St.
Phone: Stuy. 1180

NEW YORK, N. Y.



HARD—WHITE—ODORLESS STEARIC ACID

MADE WHITE

PACKED TIGHT

DELIVERED RIGHT

Pure Stearic Acid in Convenient Size Cases
RUB-NO-MORE CO. FORT WAYNE, IND.



To the Last Detail—"Quality!"

In labels as in people, there is a vast difference in "quality" and it is as difficult to picture or describe real quality in labels and seals as it is in a human being, although in its presence one instinctively feels it. The instant you see Krause labels and seals you just sense their "quality".

Richard M. Krause

130 WEST 42ND STREET
NEW YORK

CHICAGO
OFFICE AND FACTORY
429 W. SUPERIOR STREET

BOSTON
450 LITTLE BUILDING
R. A. BOWMAN, *Representative*

*To Our
Western Friends*

Concerns in the Central and Western States will find it to their advantage to communicate with our Chicago office and factory where we have complete facilities for designing, engraving and printing from start to finish without resorting to the Eastern plant.

RICHARD M. KRAUSE

429 W. Superior Street

CHICAGO, ILL.



1866

1926

60 Years of Progress in Fine Box Making

Sixty years' experience in making fine paper boxes has taught us to anticipate the demands of the most discriminating.

The ample facilities of our two large, modern plants shown in the accompanying illustrations, are ready for prompt production of the largest orders at any season.

W. C. RITCHIE AND COMPANY
CHICAGO, ILL.

L. H. Brodrick, Eastern Representative
30 East 42nd Street, New York



PIONEERS 1875

T&N

LEADERS 1926



Better Built Shipping Containers

20,000 Manufacturers in over 500 different lines of industry are satisfied users of

THOMPSON AND NORRIS

Shipping Containers and Packing Materials

They have profited by the use of

THOMPSON AND NORRIS

"Better Built Shipping Containers,"

which has given each the right answer to his individual shipping problem—whether it be low cost—speed in handling—better results—fewer breakage claims, or some other advantage.

You, too, can have the benefit of all this valuable experience.

FREIGHT PARCEL POST EXPRESS

Literature?

THE THOMPSON AND NORRIS COMPANY

PIONEERS 1875

LEADERS 1926

For over Fifty Years Specialists in the Development and Manufacture of Corrugated Board Shipping Containers and Cellular Cases for Freight, Express and Parcel Post Shipments.

Main Office and Works: 200 CONCORD STREET, BROOKLYN, N. Y.

Other Factories: Boston, Mass.; Brookville, Ind.; Montreal and Toronto, Can.; London, England

INDEX TO ADVERTISEMENTS

Alonita Co., Inc.	79	Fries & Fries Co., The	7	Pilar Frères	67
A/Cadia Powder & Puff Co.	142	Fritzsche Bros., Inc.	9	Plamar, Ltd.	94
Adrian L. Co.	13	Insert between 8 and	9	Plymouth Co., Eugene	120
Adriance Machine Works, Inc.	137	Froehlich, Dr. R. M.	72	Plymouth Organic Laboratories	113
Allen & Sons, Ltd., Stafford	76	Giese & Sons, August	131	Polak's Fruit Works	128
Allondon, Les Usines de	—	Givaudan & Co., L.	33	Polak & Schwarz, Ltd.	34 and 35
Alsop Engineering Co.	102	Insert between 32 and	33	Proctor & Schwartz, Inc.	136
American Can Co., Front Cover and	9	Glasco Co., The	136	Quality Label Co.	135
American Machine & Foundry Co.	103	Glass Products Co.	143	Raah & Co., H.	50
American Machinery Co., Inc.	99	Goertz & Co., Inc., August	118	Randolph Paper Box Co.	91
American Metal Cap Co.	92	Gross, Geo. V.	107	Rawleigh Co., The W. T.	—
American Perfumers Laboratories, Inc.	73	Hampden Glazed Paper & Card Co.	—	Read Machinery Company	104
Insert between 72 and	73	Heine & Co., Insert between 24 and	25	Reed Glass Co., F. E.	114
American Perfumery Co.	139	Henderson Lithographing Co.	144	Refillable Puff and Novelty Co.	139
American Telephone & Telegraph Co.	16	Henning & Mayer, Inc.	143	Reich-Ash Corp., The	84
Anole Soap Co.	146	Insert between 142 and	143	Reusche & Co., L.	140
Anatol Co., The	144	Hopkins & Co., J. L.	138	Rhodina Chemical Co.	25
Armstrong Cork Co.	81	Horn, John	139	Rindell, Inc., Chas. A.	147
Atlantic Mfg. Co.	86	Hortus-Nerolium	41	Ritchie and Company, W. C.	132
Atlas Label Co.	137	Houchin-Aiken Co.	137	Rodgers, George G.	136
Bagaroff Frères	105	Hughes Aine	—	Rognetta, Saly, diDon	—
Barrett & Co., M. L.	10	Insert between 16 and	17	Romer Drug Co.	144
Batzonoff & Fils, Joseph	3	Illinois Glass Co.	73	Rossville Co., The. Insert betw. 64 and	65
Baxter Paper Box Co.	125	Imperial Export Co., Inc., The	64	Roure Bertrand Fils, Inc.	4
Belgian Trading Co., Inc.	41 and 42	Imperial Metal Mfg. Co.	119	Roulet Co., E. N., Insert between 134 and	135
Berg Ind. Ale. Co., David	28	Innis, Speiden & Co.	33	Rub-n-More Co.	146
Bertrand Frères. Insert between 48 and	49	International Trade Exchange, Inc.	134	Ruth Glass Co.	137
Bischoff Co., Inc., Ernst	120	Inter-tate Color Co.	140	Ryland, H. C.	133
Bond Mfg. Co.	21	Ising Corp., C. E.	39	Sachse & Co.	37
Bonded Products Co.	138	Keller-Dorian Paper Co.	—	Sanitary Tube & Stopper Co., Inc.	127
Brass Goods Mfg. Co.	44	Insert between 122 and	123	Schimmel & Co., Inc.	9
Bridgeport Metal Goods Mfg. Co.	78	Kiefer Machine Co., The Karl	145	Schmid, Inc., Julius	82
Bristol-Smith, Inc.	140	Kindle Glass Co., The Karl	145	Schmoller & Bompard	82
Brunnd Co., E. A.	87	Knickerbocker Case Co.	133	Scientific Specialties Co., Inc.	49
Brown Co., Inc., O. A.	31	Kolmar Laboratories	90	Scovill Manufacturing Co.	122
Bruno Court, S. A.	17	Kranich Soap Co.	141	Shipkoff & Co., T.	129
Insert between 16 and	17	Krause, Richard M.	147	Shriver & Co., T.	136
Buedingen Co., Ferdinand	105	Insert between 146 and	147	Sierra, Tale Co.	—
Buedingen, Wm. & Son	6	Lacour, Chas.	57	Société Chimique des Usines du Rhône	102
Burt Co., Ltd., F. N.	127	Lamur & Co., Marcel	57	Société Italo-Française	38
Insert between 126 and	127	Lanning Co., E. M.	57	Solar Laboratories, Inc.	133
Bush, Inc., Burton T.	33	Lautier Fils	12	Solvay Process Co.	133
Insert between 32 and	33	Lémoine, Inc., Pierre	52 and 53	Sonneleron Sons, Inc., L.	150
Bush & Co., Inc., W. J.	1	Leonhard Wax Co., Theodor	135	Sopros, Société des Produits de Synthèse	133
Capes-Viscose, Inc.	87	Lévy, Maurice	14	Southern Aromatics Co.	25
Insert between 86 and	87	Lümbert & Co., J. N.	141	Sozin, J. and E.	141
Carr-Lawrey Glass Co.	45	Lorscheider-Schang Co., Inc.	130	Sparhawk, Charles V.	141
Insert between 44 and	45	Lueders & Co., George	2 and 3	Spielmann Label Co., Willson	143
Cavallier Frères	53	McBrady Brothers, Inc.	108	Standard Oil Co.	106
Chauvet & Co., Insert between 8 and	—	Magnus, Mabée & Reynard, Inc.	50 and 51	Standard Specialty & Tube Co.	83
Chemical Works Flora	26 and 27	Majestic Metal Specialties	69	Stanley Mfg. Co., Insert between 82 and	100
Chemical Works Roermond	17	Machmeyer, Jr., A.	36	Stokes Machine Co., F. J.	118
Chiria Co., Antoine	140	Mathieson Alkali Works, Inc.	77	Stoyanoff, Gerli & Co.	118
Christoff Christe. Insert between 16 and	17	Mero & Boyveau, J.	43	Stuart & Peterson Co., The	134
Clarke Co., F. W.	140	Merveille Puff & Cosmetic Co., Inc.	135	Stummer, Jos. L.	143
Clifton Chemical Co.	106	Mid-West Box Co.	74	Sun-Maid Products Corp.	70 and 71
Colton Co., Arthur	8	Miller Fibre Products Co.	139	Sun Tube Corp., The	56 and 57
Commercial Labs., Inc.	77	Millville Bottle Works	32	Swindell Bros., Insert between 56 and	57
Commonwealth Chem. Corp.	119	Mintcheff & Ketchidjief, Constantin	48	Synleur Scientific Laboratories	Insert between 4 and 5
Cosin Co., Insert between 118 and	119	Monarch Nussbaum Paper Box Co., Inc.	128	Thompson & Norris Co., The	149
Coupey Fils & Dehais	110	Morana, Inc., Insert between 16 and	17	Thurston & Bradich	135
Cox, Aspiden & Fletcher	24	Monsanto Chemical Works	132	Tin Decorating Co.	Insert between 68 and 69
Davies-Young Soap Co., The	143	Moutet, J. Henri	55	Todd Co., A. M.	115
Dejonge & Co., Louis	123	Muehlehaer, S. A., Th.	18	Tombarel Frères	19
De Laitre Fabriques	30	Naarden Chemical Works, Ltd.	126	Trece Labs.	22 and 23
Demison Mfg. Co.	9	Nacé & Co., M.	76	Turner White Metal Co., Inc.	93
Deppe Solme, Anton	—	National Seal Co., Inc.	121	Ungerer & Co., Insert between 68 and	69
Derode Frères, P. & P., & Danmann, Inc.	127	Neuman-Buslee & Wolfe, Inc.	125	United Laboratories	76
Descollonges Frères	66	Neumann Co., The Robert	116	United Laboratories	117
Dhumez & Co., Pierre	58 and 59	New England Collapsible Tube Co.	17	U. S. Bottlers Machinery Co.	108
Diller, Geo. H.	116	New York Mirror Works	139	U. S. Industrial Alcohol Company	54
Dodge & Olcott Co.	30	N. Y. O. & Chem. Wks., Inc.	130	U. S. Industrial Chemical Company	54
Dragoco	82	Nordia Essential Oil & Chemical Co., Inc.	42 and 43	van Ameringen, A. L.	Insert between 94 and 95
Dreyer, P. R.	48 and 49	Northwestern Chemical Co.	107	Van Dyk & Co.	45
Dupont Cellophane Co., Inc.	111	Onondaga Textile Mills, Inc.	134	Van Dyk, L. A.	56
Insert between 110 and	111	Orbis Products Trading Co., 18, 19 and	112	Verley, Albert	60 and 61
Dupont, Justin, Inc.	29	Organico	41	Victor Metal Prod. Corp.	112
Duval, Compagnie	82	Oxzyin Company	62 and 63	Vidal-Charvet	Inside Back Cover
Economic Machinery Co.	101	Pallas Mfg. Co.	80	Voss Corp., Karl	122
Eddy, H. W., "The Bond Man"	94	Pappazoglou & Co., Botu. Inside Back Cover	59	Wangler-Budd Co., Inc.	34 and 35
Edral Company, The	143	Parento, Compagnie	58 and 59	Weimann Bros. Mfg. Co., The	109
Ernold Co., Edward	109	Paris Cosmetics, Inc.	131	Wheeling Stamping Co.	116
Essenfour Products, Ltd.	24	Parsons, M. W.	113	White Metal Mfg. Co.	46 and 47
Essential Oil Co.	41	Passaic Metal Ware Company	15	Whitting-Patterson Co., Inc.	129
Euler & Co., Franz	141	Peerless Tube Co.	111	Whittaker, Clark & Daniels, Inc.	126
Euziere & Co., H.	57	Penick & Co., S. B.	120	Will & Baumer Candle Co., Inc.	114
Evergreen Chem. Co.	68	Pennsylvania Collapsible Tube Co.	140	Wimmer, Dr. C. P.	113
Federal Products Co.	20	Perfumers & Jewelers Box Co.	123	Wirth, Phillip	146
Felton Chemical Co.	65	Petcheff & Co.	37	Wirz, Inc., A. H.	Outside Back Cover and 11
Felton Laboratory, Inc.	40	Pfaltz & Bauer	36 and 37	Wood Bros. Glass Co., Ltd.	95
Foxon Co.	117	Pfauder Co.	96	Zeluff, Irvin S.	118
Franks Chemical Products Co.	119	Phoenix-Hermetic Co.	85	Zinn Corp., The	—
French, Inc., Beni	66 and 67				
French Cosmetic Mfg. Co., Inc.	Insert between 102 and 103				

What is *raw material* to you is *highly finished product* to us

YOU are proud of your product. It is as good as you know how to make it. But you are dependent upon the skill and integrity of someone else for the quality of your raw material.

We make the products listed upon this page. To you they may be raw materials. To us they are finished products, turned out with highly technical skill and painstaking care. We are proud of them—as you are of your product.

Obtaining raw materials from carefully tested sources only, processing them completely in our own refinery, each step in our manufacturing and refining processes is conducted by skilled operators under the careful scrutiny of exacting chemists.

The care exercised results in uniform high quality, the U. S. P. Products far exceeding the requirements of both the United States and British Pharmacopoeias.

L. Sonneborn Sons, Inc.

114 FIFTH AVENUE

NEW YORK CITY

(White Oil and Petrolatum Division)



AMALIE



BRAND

P-1 WHITE OIL (*a cosmetic oil*)

PETROLATUMS U. S. P.

MEDICINAL WHITE OILS U. S. P.

SNOW WHITE MINERAL JELLIES

Stocks of the above are carried in principal cities.

VIDAL-CHARVET NOVELTIES

Under our line of Vidal-Charvet products we have been in a position to offer the American perfumers access to a line of perfume bases of unquestioned excellence and having the inimitable Parisian touch. The rapidly increasing demand for these novelties must be taken as an acknowledgment of their merit, not only by the perfumers but by the consuming public as well, the volume of whose purchases gives the final judgment on the excellence of any perfume.

The possibilities inherent in these Parisian novelties should be of interest to anyone contemplating adding new numbers to their line of perfumes or cosmetics.

UNGERER & CO.

New York

Copyright, 1926, Ungerer & Co.

OTTO OF ROSE D'OR

Present prospects for the 1926 Bulgarian rose crop offer little reason for anticipating any substantial decline in the price of Otto of Rose, even if favorable climatic conditions prevail.

A moderate increase in acreage is anticipated, but on account of the increasing production of concretes, the volume of flowers available for Otto of Rose cannot be in excess of last year and may be less.

Definite predictions as to price are impossible at this time but, whatever the conditions, OTTO of ROSE D'OR will be available to perfumers at the lowest price compatible with the maintenance of the high quality standard.

UNGERER & CO. New York

BOTU PAPPAZOGLOU & CO. Kazanlik

Copyright, 1926, Ungerer & Co.



A. H. WIRZ, Inc.

EST. 1836

CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS.

SEE PAGE 11.

THE ADDISON LITHOGRAPHING CO.
ROCHESTER, N.Y.

The American Perfumer and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

14 CLIFF ST., NEW YORK

APRIL
NINETEEN
TWENTY-SIX



American Can Company
NEW YORK



Hugues Aine Quality

Floral essences necessarily must be judged on quality and price, not on price alone. It is axiomatic that value is a resultant of both factors, but to the discriminating perfumer quality means rather more than price.

Hugues Aine quality rests not on exaggerated claims as to its excellence, but on years of performance. During the many years of its existence, the House of Hugues Aine has labored not only to maintain, but to improve, its high standard of quality. That they have been eminently successful in this respect is proved by the enviable reputation enjoyed by their products and by their predominating position in the field of floral extractives.

Purchasers of Hugues Aine Hyperessences and Florescences feel assured at all times of receiving pure flower oils of excellent quality, at fair prices.

*Ungerer & Co.
New York*

*Hugues Aine
Grasse*

66
The
American Perfumer
and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

14 CLIFF ST., NEW YORK

MAY
NINETEEN
TWENTY-SIX



American Can Company
NEW YORK



Hugues Aine Quality

Floral essences necessarily must be judged on quality and price, not on price alone. It is axiomatic that value is a resultant of both factors, but to the discriminating perfumer quality means rather more than price.

Hugues Aine quality rests not on exaggerated claims as to its excellence, but on years of performance. During the many years of its existence, the House of Hugues Aine has labored not only to maintain, but to improve, its high standard of quality. That they have been eminently successful in this respect is proved by the enviable reputation enjoyed by their products and by their predominating position in the field of floral extractives.

Purchasers of Hugues Aine Hyperessences and Florescences feel assured at all times of receiving pure flower oils of excellent quality, at fair prices.

Ungerer & Co.
New York

Hugues Aine
Grasse

6685 54 70

The American Perfumer

and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

14 CLIFF ST., NEW YORK

JUNE
NINETEEN
TWENTY-SIX



American Can Company
NEW YORK



Resinaromes

(Reg. U. S. Pat. Off.)

The name "Resinarome" was coined by Ungerer & Co. a number of years ago to designate distinctively certain perfume materials derived from natural gums, roots, leaves, etc. by a special process.

The merits of the Resinaromes, their solubility, their fixative value and, above all, their dependability and uniformity as compared with the corresponding raw materials won them immediate and wide acceptance.

It is a compliment, perhaps, that the name and the products have been so widely imitated, but it puts us under the disagreeable necessity of reminding users that genuine "Resinaromes" are obtainable only from one source, Ungerer & Co., and that materials sold under similar or almost identical names simulate the name of the genuine article more closely than they do the quality.

Ungerer & Co.
New York

Hugues Aine
Grasse

66
The
American Perfumer
and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

14 CLIFF ST., NEW YORK

JULY
NINETEEN
TWENTY-SIX



American Can Company
NEW YORK



Resinaromes

(Reg. U. S. Pat. Off.)

The name "Resinarome" was coined by Ungerer & Co. a number of years ago to designate distinctively certain perfume materials derived from natural gums, roots, leaves, etc. by a special process.

The merits of the Resinaromes, their solability, their fixative value and, above all, their dependability and uniformity as compared with the corresponding raw materials won them immediate and wide acceptance.

It is a compliment, perhaps, that the name and the products have been so widely imitated, but it puts us under the disagreeable necessity of reminding users that genuine "Resinaromes" are obtainable only from one source, Ungerer & Co., and that materials sold under similar or almost identical names simulate the name of the genuine article more closely than they do the quality.

Ungerer & Co.
New York

Hugues Aine
Grasse

The American Perfumer and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

14 CLIFF ST., NEW YORK

AUGUST
NINETEEN
TWENTY-SIX



American Can Company

NEW YORK



Resinaromes

(Reg. U. S. Pat. Off.)

The name "Resinarome" was coined by Ungerer & Co. a number of years ago to designate distinctively certain perfume materials derived from natural gums, roots, leaves, etc. by a special process.

The merits of the Resinaromes, their solubility, their fixative value and, above all, their dependability and uniformity as compared with the corresponding raw materials won them immediate and wide acceptance.

It is a compliment, perhaps, that the name and the products have been so widely imitated, but it puts us under the disagreeable necessity of reminding users that genuine "Resinaromes" are obtainable only from one source, Ungerer & Co., and that materials sold under similar or almost identical names simulate the name of the genuine article more closely than they do the quality.

Ungerer & Co.
New York

Hugues Aine
Grasse

VIDAL-CHARVET

New perfume materials of real value are originated only at widely separated intervals but more effective ways of blending available ingredients are less difficult to discover.

The Vidal-Charvet line is comprised of skilfully composed perfume bases having that touch of originality and novelty which makes them practically indispensable to the perfumer who keeps abreast of the latest developments.

UNGERER & CO.

New York

Copyright, 1926, Ungerer & Co.

ROSE D'OR

Preeminent as they have been for generations in the Bulgarian rose industry, Botu Pappazoglou & Co. find that the ever increased demand for their Otto of Rose d'Or compels frequent expansion of their distilling facilities.

Their new distillery in Karlova replaces an older one of smaller capacity and is the most perfect establishment of its kind in Bulgaria. During the 1926 crop this installation alone handled 800,000 kilos of roses while the others brought the total amount of roses required for Rose d'Or up to 1,800,000 kilos.

UNGERER & CO. New York

BOTU PAPPAZOGLOU & CO. Kazanlik

Copyright, 1926, Ungerer & Co.



A. H. WIRZ, Inc.

EST. 1836

CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS.

SEE PAGE II.

THE ADDISON LITHOGRAPHING CO.
ROCHESTER, N. Y.

